

Sample Pages From The Book:



Frillio's Pizza

Desktop Publishing Simulation

Not for classroom use.

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Frillio's Pizza

Frillio's
Pizza

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Michael Gerowich



Frillio's Pizza

Desktop Publishing Simulation

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Michael Gecawich

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Frillio's Pizza Desktop Publishing Simulation
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In the text and on the Frillio's Pizza Web site, any reference made to Frillio's Pizza and Joe Frillio is purely fictional and does not depict an actual business establishment or real person.



Preface

Welcome to Frillio's (Free-lee-o's) Pizza: A real-world business simulation for desktop publishing and graphic design students

This simulation has been developed to provide desktop publishing and graphic design students an in-depth, real-world experience in developing business documents using desktop publishing software.

Frillio's Pizza Desktop Publishing Simulation contains a collection of eighteen documents that simulate those that would be needed by a real pizza restaurant.

Frillio's Pizza creates a scenario where you take on the role of a desktop publisher for the owner of Frillio's Pizza, Joe Frillio, who is about to open his doors to the public for business. By taking on the role of Joe Frillio's real desktop publisher, you will complete a comprehensive project that encompasses fun, strategy, and creativity.

Frillio's Pizza Desktop Publishing Simulation will challenge your design and page layout skills by presenting a wide variety of desktop publishing documents to complete. From designing a menu to creating promotional punch cards, you will get real-world practice and reinforcement in:

- Page layout and design
- Creativity and imagination
- Technical writing
- Critical thinking
- Establishing a real-world business identity
- Advertising and marketing
- Planning and decision-making
- Completing a real-world comprehensive project

Use this book in conjunction with your teacher's guidance and the use of desktop publishing software. The material presented in Frillio's Pizza is generic and can be completed using any desktop publishing software such as Adobe PageMaker®, Adobe InDesign®, Quark®, or Microsoft Publisher®.

It is assumed that you already have a basic working knowledge of at least one desktop publishing software application. This book does not include step-by-step instructions that differentiate between different desktop publishing software applications.

If you are using Microsoft Word® as your primary design software, you may have to slightly modify some of the page setup requirements in order to complete certain portions of the simulation.

So roll up your sleeves, and get ready to take on the document design challenges that lie ahead in Frillio's Pizza!

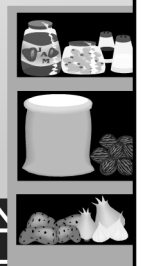
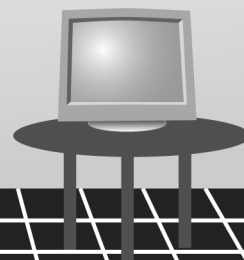
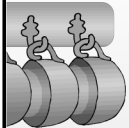


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Introduction

- Welcome to Frillio's Pizza
- A message from the owner of Frillio's Pizza, Joe Frillio
- Background information about Frillio's Pizza



Welcome to Frillio's (Free-lee-o's) Pizza!

THE STORY OF JOE FRILLIO AND FRILLIO'S PIZZA

A long time ago in a small town tucked away in the pillars of Italy, a young boy named Joe Frillio had a dream. Joe Frillio dreamed that he would one day move to America and open one of the finest pizzeria restaurants. He would name his restaurant *Frillio's Pizza*.

Joe is grown up now and has recently moved to the United States to a town called Saucy, which is located in the heart of California. Joe Frillio is closer than ever to achieving his dream of opening his own pizzeria. In fact, Joe has found the perfect location for his pizzeria, and the construction phase is complete.

Joe Frillio is anxious to open his doors for business as he looks proudly at the sign that reads "Frillio's Pizza—Opening Soon." As people pass by the pizzeria, Joe envisions them as customers who he hopes will soon be dining in his restaurant.

However, before Joe Frillio can officially declare Frillio's Pizza "open for business," he has one last task to complete. That's where you come in. You see, although Mr. Frillio is an expert at cooking tasty pizzas, he knows very little about computer technology. Joe Frillio needs someone with exceptional desktop publishing skills to create, design, and print a wide variety of restaurant-related documents before Frillio's Pizza can be declared officially "open for business."

YOUR ROLE AS THE DESKTOP PUBLISHER

Throughout this simulation, you will take on the role of Mr. Frillio's personal desktop publisher. Don't worry. Mr. Frillio has been diligent in providing you with step-by-step guidance and instructions for producing each of the documents he needs. He has even hired a team of professional Web designers to put together a special Frillio's Pizza Web site (www.frilliospizza.com) to provide you with a host of tools to assist you in the production and design of each document. (*More about the Frillio's Pizza Web site later.*)

THE CHALLENGES THAT LIE AHEAD

Using a desktop publishing software application and your creativity and design skills, you will be challenged to create well-organized, attractive, and professional documents that Joe Frillio will use to conduct his day-to-day business operations at Frillio's Pizza.

Introduction

The following is a list of the skills you'll be drawing on throughout the simulation:

- Page layout and design
- Working with graphic images, objects, and elements used in graphic design
- Creativity and imagination
- Technical writing
- Critical thinking
- Establishing a real-world business identity
- Advertising and marketing
- Planning and decision-making
- The willingness and determination to complete a comprehensive real-world project

WHAT YOU'LL BE ASKED TO DESIGN

Below is a complete list of the documents Joe Frillio wants you to create and design. Based on your teacher's instructions, you may be asked to create all or only some of the documents listed.

A List of the Documents That You Will Be Designing:

Part 1:	Download or create the Frillio's Pizza logo
Part 2A:	Letterhead
Part 2B:	Envelope
Part 2C:	Business Card
Part 3:	Place Mat
Part 4:	Coupon Flyer
Part 5:	Menu
Part 6:	Grand Opening Print Advertisement
Part 7:	Refrigerator Magnet
Part 8:	Takeout Menu Brochure
Part 9:	Bumper Sticker
Part 10:	Hours of Operation Sign
Part 11:	Promotional Punch Card
Part 12:	Cup Coaster
Part 13:	Gift Certificate
Part 14:	Frillio's Pizza T-shirt Design on a Flyer
Bonus #1:	Poster
Bonus #2:	T-Shirt Raffle Entry Form
Bonus #3:	Employment Application Form
Conclusion:	Download "Job Complete" Title Page

Now that you know what documents you'll be creating, let's meet Joe Frillio.



A Message from the Owner of Frillio's Pizza, Joe Frillio

Dear Desktop Publishing/Graphic Design Student,

It is my pleasure to welcome you to the Frillio's Pizza Desktop Publishing Simulation.

As you have already been told, my expertise is in creating extraordinary pizzas. As far as desktop publishing and graphic design skills, I fall a bit short (no pun intended). That's why I need your help.

As my hired desktop publisher, you will be creating a wide variety of documents that are needed in order for me to officially open the doors of Frillio's Pizza. From designing my restaurant menu to creating promotional punch cards, your page layout, creativity, and design skills will be challenged throughout this simulation.

As you draw on your desktop publishing skills, pay careful attention to what you have learned. When customers begin pouring into Frillio's Pizza, I want them to get a sense of good spirit, a friendly atmosphere, and experience good-tasting, high-quality food.

I have carefully presented each task for you to complete in a neat and organized manner. In addition to this book, I have hired the services of a Web design company to create a special Web site (www.frilliospizza.com) to assist you in the development of each document.

So roll up your sleeves, and get ready to cook up some creative desktop publishing documents as you embark on the Frillio's Pizza Desktop Publishing Simulation.

Let's get cooking!

Sincerely,

Joe Frillio

Joe Frillio

Pizza-Maker Extraordinaire and Owner of Frillio's Pizza

Introduction

Background Information About Frillio's Pizza

Good desktop publishers and graphic designers know their client. Throughout this simulation, you will be asked to include specific details and information about Frillio's Pizza. The following information will help you to become familiar with the restaurant.

Frillio's Pizza Contact and Background Information:

Company Name:	Frillio's Pizza
Description of the Business:	A family-style pizzeria restaurant offering customers a place to enjoy fine-cooked food served inside the establishment, for takeout, or for delivery.
Company Slogan:	"The best pizzeria in town"
Established:	When you complete the simulation
Address:	111 Pepperoni Drive Saucy, CA 92888
Toll-free Phone Number:	1-888-FRILLIO
Fax Number:	1-888-654-7814
E-mail Address:	Owner@FrilliosPizza.com
Web Site Address:	http://www.frilliospizza.com
Hours of Operation:	Mon - Thurs 11 am - 9 pm Fri, Sat, & Sun 11 am - 10 pm
Mission Statement:	To provide a courteous and pleasing atmosphere in which all restaurant patrons can enjoy high-quality food at reasonable prices.
Food Items:	The most popular food offering is pizza. Frillio's Pizza also offers a variety of other choices including appetizers, sandwiches, soups, salads, subs, burgers, and desserts.

Using this Book and the Frillio's Pizza Web Site

- Understanding each part of the simulation
- Using the Frillio's Pizza Web site



Understanding Each Part of the Simulation

Each part of this simulation has been organized into an easy-to-read, step-by-step format. What follows is a brief explanation of the individual sections that make up each part of the simulation. Read it thoroughly to help you become familiar with the format of the book.

Task & Purpose
Design an advertisement for Frillio's Pizza to announce its grand opening. The advertisement will be run in several local newspapers one week before the grand opening.

Getting to Know What You're Designing
Advertisements are the backbone to any business. In this case, Mr. Frillio will be attempting to spread the word about his grand opening of Frillio's Pizza. In order to get the attention of readers, you'll need to create an eye-catching ad that captures attention by combining a compelling headline with graphic images.

Strategies & Design Tips to Consider
Advertisements are the backbone to any business. In this case, Mr. Frillio will be attempting to spread the word about his grand opening of Frillio's Pizza. In order to get the attention of readers, you'll need to create an eye-catching ad that captures attention by combining a compelling headline with graphic images.

Content and Information to Include
The following information should be placed in the ad:
1. An eye-catching headline that captures the attention.
2. Decide on a grand opening date and be sure to include it.
3. Include the following bulleted list in the advertisement:
A fun family-style restaurant
High quality food/home cooked by the owner, Joe Frillio
Experience the best pizza in town
Hot oven-fresh Pizzas
You love Frillio's special secret sauce
Take-out orders available
Lunch specials available
4. Hours of Operation:
Monday-Thursday 11:00 am - 8:00 pm
Friday, Saturday & Sunday 11:00 - 10:00 pm
5. Create a cut-out coupon that includes the following:
"Free appetizer with this Coupon" List all or some of it in fine print. Offer expires on (one month after the grand opening party).

ADVERTISEMENT PAGE SETUP INSTRUCTIONS:

# of pages:	1
Dimensions:	8.5 x 11 inches
Margins:	.5 inch all sides
Orientation:	Tall (Portrait)
Other:	Create a border measuring 7 inches wide by 8 inches tall. Place the contents of the advertisement within this border.

Place the contents of your advertisement here

TASK AND PURPOSE:

This section provides you with a detailed description of the document to be created along with the purpose and objectives of how the document will be used by Frillio's Pizza.

OPTIONAL MATERIALS SUGGESTED:

This category is included only if additional supplies can be used to further enhance the final outcome of each document when printed. **Note:** The parts of the simulation that include additional materials are optional and are not required to complete the task.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

This section familiarizes you with the document to be designed in each part of the

simulation. A complete description of how each document is used in the business world is provided. *It is strongly recommended that you read this section in each part of the simulation before starting to design the document.*

STRATEGIES AND DESIGN TIPS TO CONSIDER:

This section provides you with design tips, page layout advice, and ideas and suggestions to consider before creating each document. By reading this section, you'll get a clear idea of how to design effective, well-planned documents.

CONTENT AND INFORMATION TO INCLUDE:

This section provides detailed instructions and specifications as to what information should be included in each document. Also included in many parts throughout the simulation are suggested or required graphic images to include on each document.

DESIGN-DEFENSE MEMO (OPTIONAL):

In order to explain the design of each document, you might be asked to type a brief letter of memorandum addressed to Joe Frillio explaining your design, layout scheme, typeface (font) selection, and graphic images.

This is an optional segment for each part of the simulation. Check with your teacher to see if the design-defense memo is required prior to beginning the simulation.

PAGE SETUP INSTRUCTIONS AND ILLUSTRATIONS:

This section provides you with necessary page setup information for each document to be produced. This includes the number of pages, the page dimensions, margin settings, page orientation, other details, and page setup illustrations.

APPROXIMATE COMPLETION TIME:

At the start of each new part of the simulation is the approximate amount of time it should take you to complete the document.

The total approximate time it should take you to complete the entire simulation, including the bonus parts, is 26.5-37 hours. The completion time may vary based on your desktop publishing skill level.

Using the Frillio's Pizza Web Site



Go to FrilliosPizza.com to:

- Download Frillio's Pizza Logos
- Get Free Restaurant-related Clipart
- Download Forms
- Access a Plateful of Great Tools

In addition to this book, a special Frillio's Pizza Web site has been set up to assist you in the production and design of each document you will be asked to create.

To access the Frillio's Pizza Web site, simply point your browser to www.frilliospizza.com.

THE FRILLIO'S PIZZA WEB SITE INCLUDES THE FOLLOWING:



■ The Frillio's Pizza Official Logo

Depending on your teacher's instructions, you can either download the official Frillio's Pizza logo, or you can design your own.

The Frillio's Pizza logo is available for download in a variety of file formats (see the Web site for available formats). Before downloading the logo, check with your teacher to see what file format is compat-

ible with your desktop publishing software.

In addition to the logo, you will also find downloads of Joe Frillio and other Frillio's Pizza graphics such as a checkered background and the MasterCard®, Visa®, and American Express® logos, which you will need later on in the simulation.

All of the logos and other Frillio's Pizza graphics can be found under the logos link at the top of the homepage.

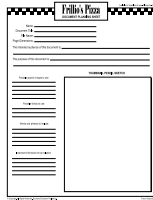


■ Free Pizza Restaurant-Related Clipart

Courtesy of Clipart.com™, the Frillio's Pizza Web site includes hundreds of free pizza restaurant-related clipart images available for download and use in your documents.

The clipart is organized in a variety of categories such as pizza, equipment, and beverages. The clipart is available for download in .wmf format, which is compatible with most desktop publishing software.

The free clipart can be accessed by visiting the Frillio's Pizza Web site and clicking on the "clipart" link.



■ Forms

It is recommended that you use the Frillio's Pizza Document Planning Sheet to create a thumbnail sketch of each document before starting its design on the computer. This form, along with any others required in the simulation, can be downloaded from the Frillio's Pizza Web site.

■ Other Good Stuff

There's also a host of other tools that you will find very helpful in producing professional documents that sizzle with creativity and pizza-pizzazz!

Frillio's Pizza

DOCUMENT PLANNING SHEET

Name: _____

Document Title: _____

File Name: _____

Page Dimensions: _____

The intended audience of this document is: _____

The purpose of this document is: _____

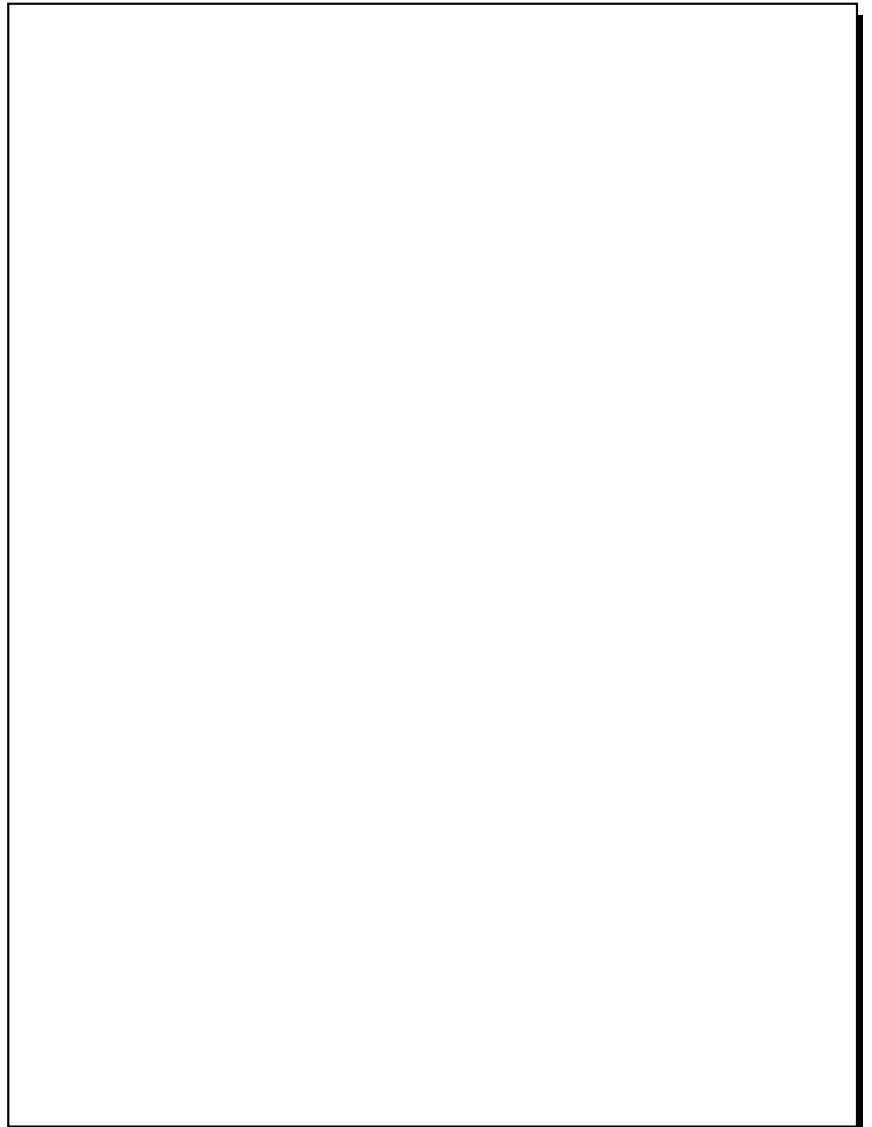
THUMBNAIL PENCIL SKETCH

Possible graphic images to use:

Possible font(s) to use:

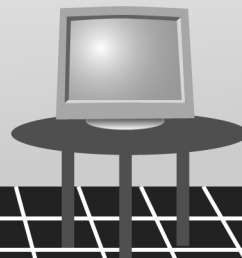
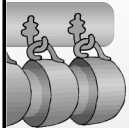
Words and phrases to include:

Important information to be included:

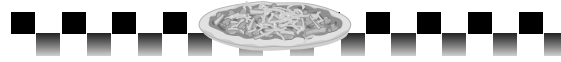


Part 1: Design or Download the Frillio's Pizza Logo

Approximate Completion Time: .5 - 2 hours



Download or Create the Frillio's Pizza Logo



TASK AND PURPOSE:

To help Frillio's Pizza establish a professional business image and to become easily recognizable in the minds of consumers, create and design a logo for Frillio's Pizza. Or, download the official Frillio's Pizza logo from the Frillio's Pizza Web site at www.frilliospizza.com.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

A logo is a name, symbol, emblem, or trademark designed for easy and definite recognition. In short, a logo is one of the most important elements in defining an image for a company. A logo can contain text, graphics, or a combination of both.

STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR LOGO:

Note: You can skip this section if you will be downloading the Frillio's Pizza logo.

1. Be sure that your logo is not too complex. The best logos are those that are easy to read and recognize.
2. Use only one typeface (font) in the logo.
3. A logo should look good at any size. Keep in mind that your logo will be included in just about every document throughout this simulation.
4. Consider using the Frillio's Pizza slogan, "The best pizzeria in town," in your logo design.
5. Develop three to five different versions of your logo. Seek the opinions of your instructor and classmates to help you select the final version of the logo to use throughout the remainder of the simulation.



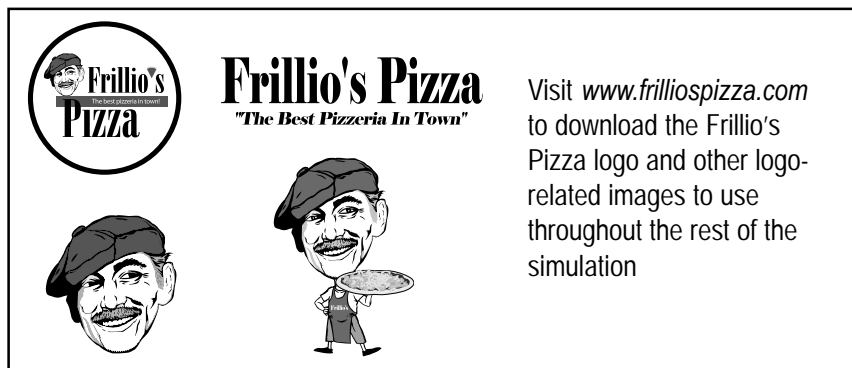
Part 1 Continued - Logo

INSTRUCTIONS:

Depending on your teacher's instructions, you have two options to consider in this section.

OPTION 1: DOWNLOAD THE LOGO

You can visit the Frillio's Pizza Web site at www.frilliospizza.com to download the official Frillio's Pizza logo. It can be downloaded in a variety of different file formats, sizes, and colors. Check with your teacher to see what file formats will work best with your desktop publishing software. Other graphic images such as the Frillio's Pizza text and Joe Frillio are also available on the Web site.



OPTION 2: CREATE YOUR OWN FRILLIO'S PIZZA LOGO

Create a sketch of your logo design on paper first. Be sure that the logo includes the text "Frillio's Pizza" prominently displayed on it.

Since the logo will be used as a graphic image in every document throughout the simulation, it might be best to create your logo using an illustration or drawing software program.

As previously noted, it is recommended that you develop three to five different versions of your logo. Seek the opinions of your instructor and classmates to help you select the final version of the logo to use throughout the remainder of the simulation.

Possible graphic images to consider using in your logo are:

- A slice of pizza
- A whole pizza
- A checkered tablecloth pattern

Save the document as: Part 1 Logo

Optional Design-Defense Memo:

Type a letter of memorandum addressed to Joe Frillio explaining your design, placement, font selections, layout scheme, and choice of graphic image(s). Attach this memo to your final document.



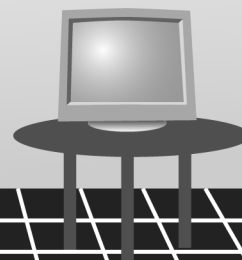
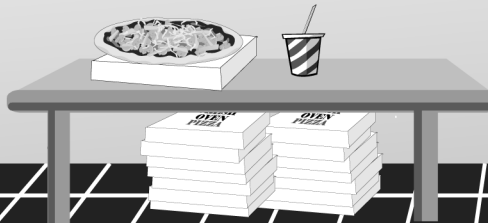
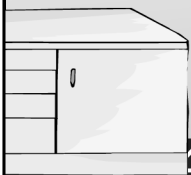
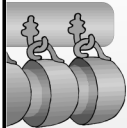
Part 2: Design the Frillio's Pizza Stationery

- 2A: Letterhead
- 2B: Envelope
- 2C: Business Card

Approximate Completion Time: 1.5 hours



In parts 2A, 2B, and 2C, you will design and create the stationery for Frillio's Pizza which will consist of letterhead, envelopes, and business cards. These items will be used by Frillio's Pizza when communicating with customers and vendors.



Design the Frillio's Pizza Letterhead



TASK AND PURPOSE:

To design and create letterhead stationery that Frillio's Pizza will use to communicate with vendors and customers.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

A letterhead is a sheet of stationery with the name, address, logo and sometimes other relevant information of an organization printed at the top, bottom, left or right side. The standard size of letterhead is 8.5 X 11 inches. Letterhead is used to send business letters and other forms of correspondence.

STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR LETTERHEAD:

1. Keep the design of the letterhead professional, clean, and simple. The sole purpose of letterhead documents is to communicate information. Therefore, the design should be kept simple and professional looking.
2. Most letterhead designs fall within the first 2.5 inches from the top of the page, but you can try experimenting with placing it elsewhere.
3. Stick to using one typeface (font) in the letterhead, except the typeface used in the logo (if you have designed your own).
4. Try to create a balanced, symmetrical look when designing the letterhead. Type should be kept to a maximum of 10 or 12 point sizes.
5. Since the logo is the most important element on a letterhead, it should be the largest item.
6. Try using a thin line to create separation from the letterhead design and the rest of the page.
7. Use the document planning sheet to sketch a thumbnail design of your letterhead on paper first.

CONTENT AND INFORMATION TO INCLUDE ON YOUR LETTERHEAD:

1. The Frillio's Pizza logo.
2. Include the following contact information:

Address: 111 Pepperoni Drive • Saucy, CA 92888
Phone Number: 1-888-FRILLIO
Fax Number: 1-888-654-7814
E-mail address: Owner@FrilliosPizza.com
Web site address: <http://www.frilliospizza.com>



Part 2A Continued - Letterhead

- Place your name, the document title, and "Part 2A" on the letterhead.

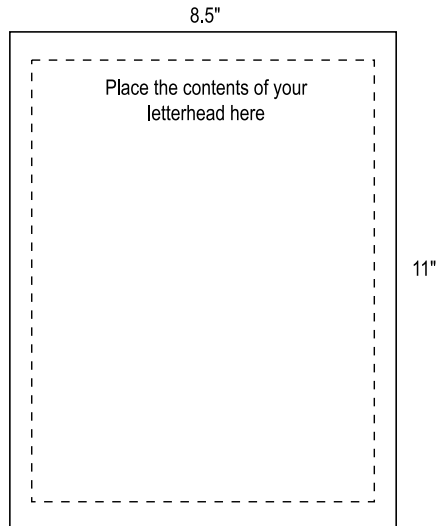
Save the document as: Part 2A Letterhead

Optional Design-Defense Memo:

Type a letter of memorandum addressed to Joe Frillio explaining your design, placement, font selections, layout scheme, and choice of graphic image(s). Attach this memo to your final document.

LETTERHEAD PAGE SETUP INSTRUCTIONS:

of pages: 1
Dimensions: 8.5 x 11 inches
Margins: .5 inch on all sides
Orientation: Tall (Portrait)

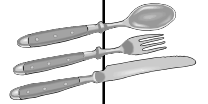


Design the Frillio's Pizza Envelope



TASK AND PURPOSE:

To design and create a #10 business-size envelope for Frillio's Pizza that coordinates with the letterhead you created in Part 2A.



OPTIONAL MATERIALS SUGGESTED:

A #10 business-size envelope.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

An envelope is used to send a letter and/or other documents. An envelope contains the company name and address in the top left-hand corner (return address area) and the recipient's address in the center. The standard size of a business envelope (also known as a #10 envelope) is 4.125 inches tall x 9.5 inches wide.

STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR ENVELOPE:

1. To establish a consistent, professional image for Frillio's Pizza, the envelope should be a mirror-image of the letterhead design, with the exception of where the information is placed.
2. Place the contents of the return address 1/4 inch in from the top-left edge of the envelope.
3. Obtain some samples of real business envelopes and analyze them to help you design your own.
4. Use the document planning sheet to sketch a thumbnail design of your envelope on paper first.

CONTENT AND INFORMATION TO INCLUDE ON YOUR ENVELOPE:

1. Place the following return address 1/4 inch in from the top-left edge of the envelope:

The Frillo's Pizza Logo
111 Pepperoni Drive
Saucy, CA 92888

2. To add realism to the design of the envelope, place a graphic of a postage stamp in the top right-hand corner.



Part 2B Continued - Envelope

- Place your name and school address in the recipient address area on the envelope.
- Optional: Print the document on a #10 business envelope. See the page setup instructions below and your printer manual for assistance on printing on a real envelope.

Save the document as: Part 2B Envelope

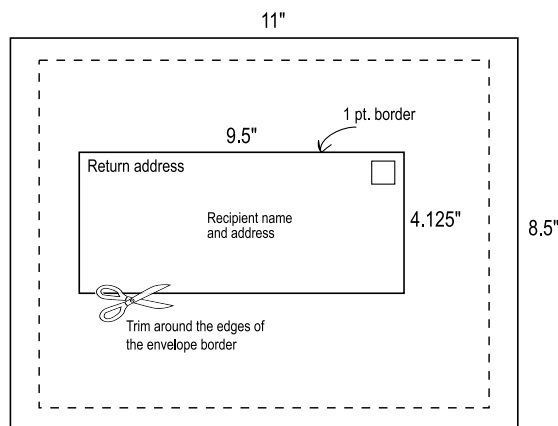
Optional Design-Defense Memo:

Type a letter of memorandum addressed to Joe Frillio explaining your design, placement, font selections, layout scheme, and choice of graphic image(s). Attach this memo to your final document.

ENVELOPE PAGE SETUP INSTRUCTIONS:

Follow these instructions if you will NOT be printing on a real envelope.
Otherwise, see the instructions shown below to print on a real envelope.

- # of pages:** 1
Dimensions: 11 x 8.5 inches
Margins: .5 inch on all sides
Orientation: Wide (Landscape)
Other: Place a one-point thick rectangular border measuring 9.5 inches wide by 4.125 inches tall. The border will represent the envelope on your page. Use scissors to trim around the border of the envelope.



If printing on a real envelope, set up your page as follows:

- # of pages:** 1
Dimensions: 9.5 inches wide x 4.125 inches tall
Margins: .25 inches on all sides
Orientation: Wide (Landscape)
Other: Consult your printer's manual or see your instructor on how to place a #10 business envelope in your printer.

Design Joe Frillio's Business Card



TASK AND PURPOSE:

To complete the Frillio's Pizza stationery, design and create a business card for Joe Frillio, the owner of Frillio's Pizza.

OPTIONAL MATERIALS SUGGESTED:

Cardstock paper.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

A business card is a small card printed or engraved usually containing a person's name, business affiliation, job title, address, telephone number, e-mail address, and Web site address. The purpose of a business card is to announce one's identity, presence, and the intention to conduct business. The business card is perhaps the most widely used mini-document in the business world. A business card is the handshake you leave behind after meeting someone in the professional world.

STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR BUSINESS CARD:

1. Since a business card does not offer much room, it's important to plan its design carefully.
2. The overall look and feel of the business card should match the type of job you are selecting. A business card designed for a lawyer would have a prestigious, professional look; whereas a comedian's business card would have a fun, humorous look.
3. Consider using lines or borders to help create a balanced look and feel on your business card.
4. Stick to using one typeface (font) to create a crisp, clean, easy-to-read business card.
5. Obtain some samples of real business cards and analyze them to help you design your own.
6. Use the document planning sheet to sketch a thumbnail design of your business card on paper first.



Part 2C Continued - Business Card

CONTENT AND INFORMATION TO INCLUDE ON YOUR BUSINESS CARD:

1. The Frillio's Pizza logo.
2. The following contact information:

Name and Job Title:	Mr. Joe Frillio, Owner and Pizza-Maker Extraordinaire
Address:	111 Pepperoni Drive, Saucy, CA 92888
Phone Number:	1-888-FRILLIO
Fax Number:	1-888-654-7814
Web site:	http://www.frilliospizza.com
E-mail address:	Owner@FrilliosPizza.com

3. Write your name, the document title, and "Part 2C" on the reverse side of the business card.

Save the document as: Part 2C Business Card

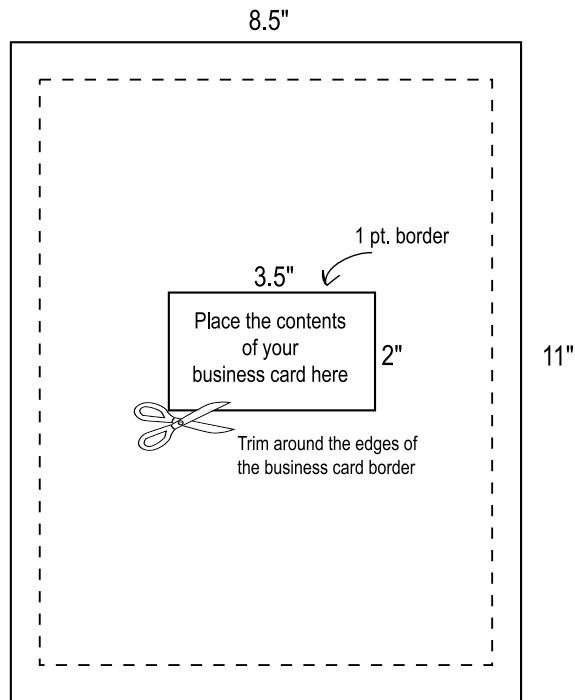
Optional Design-Defense Memo:

Type a letter of memorandum addressed to Joe Frillio explaining your design, placement, font selections, layout scheme, and choice of graphic image(s). Attach this memo to your final document.



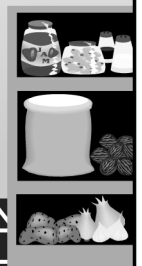
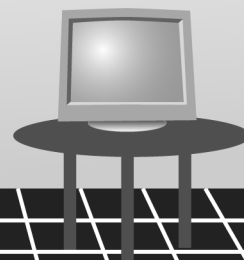
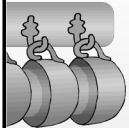
BUSINESS CARD PAGE SETUP INSTRUCTIONS:

- # of pages:** 1
Dimensions: 8.5 x 11 inches
Margins: 1 inch on all sides
Orientation: Tall (Portrait)
Other: Using the rectangle tool in your desktop publishing software, draw a rectangle that measures 3.5 inches wide by 2 inches high. Place the rectangle in the center of the page. Place the contents of the business card within this border. Use scissors to cut around the border of the business card when complete.

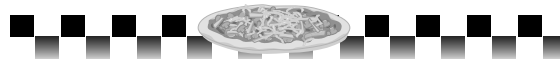


Part 3: Design the Frillio's Pizza Place Mat

Approximate Completion Time: 2-4 hours



Design the Frillio's Pizza Place Mat



TASK AND PURPOSE:

To design and create a paper place mat that will be used by Frillio's Pizza's restaurant patrons—especially children. In keeping with the spirit and atmosphere of a family-style pizzeria, Mr. Frillio would like you to design place mats that will help keep young children entertained while they wait for their food.

OPTIONAL MATERIALS SUGGESTED:

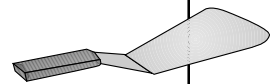
Colored paper.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

In addition to providing a protective table mat for dishes and flatware, place mats also offer restaurants additional opportunities: a chance to advertise food specials, communicate messages, and entertain children while they wait for their food.

STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR PLACE MAT:

1. Consider using one or more of the following list of kid's activities on your place mat:
 - A pizza word scramble
 - A word search using pizza restaurant-related terms such as soda, sauce, toppings, etc.
 - Instructions asking the children to draw a picture of an object such as a pizza, an animal, or any other kid-friendly object
 - A maze
 - A picture to color
 - A fill in the blanks activity
 - A word match using pizza and restaurant-related words
 - A list of fun facts about pizza
2. Keep the design of the place mat simple. Remember, your audience for the place mat is children.
3. Kids like variety. Experiment with the use of "fun" typefaces (fonts) and styles.
4. Obtain some samples of real place mats and analyze them to help you design your own.
5. Use the document planning sheet to sketch a thumbnail design of your place mat on paper first.



Part 3 Continued - Place Mat



CONTENT AND INFORMATION TO INCLUDE ON YOUR PLACE MAT:

1. Create a fun and easy-to-read title for the place mat. Keep the headline simple; remember, the audience of the place mat is young children.
2. Use your imagination to create several appropriate activities that children can play such as a word search, a maze, or a picture to color.
3. Add appropriate graphic images that help make the place mat fun and appealing to children.
4. Add some kid-humor to the place mat by adding the following one-line jokes:

Q: How do you fix a broken pizza?

A: With tomato paste.

Q: What do you call a person who can drink soda and sing at the same time?

A: A pop singer!

Q: What do you have when you eat four pieces of cake and six pieces of pizza, all in one meal?

A: A tummy ache!

Q: What does an aardvark like on its pizza?

A: Ant-chovies.

Once a scrambled egg walked into Frillio's Pizza. He asked the waiter if he could have something to drink. The waiter said "Sorry, we don't serve breakfast."

5. Include instructions for the children that explain how to complete each activity you have included on your place mat. For example, if you include a maze, clearly mark the start and the end points of the maze.
6. Include the Frillio's Pizza logo on the place mat.
7. Include the following contact information in a visible area on the place mat:

Address: 111 Pepperoni Drive, Saucy, CA 92888

Phone: 1-888-FRILLIO

Web site: <http://www.frilliospizza.com>

8. Place the text "We Deliver Every Day and Night of the Week" near the bottom center of the place mat.



Part 3 Continued - Place Mat

9. Include the Frillio's Pizza hours of operation which are:

Mon - Thurs 11 am - 9 pm
Fri, Sat, & Sun 11 am - 10 pm

10. Place your name, the document title, and "Part 3" on the place mat.

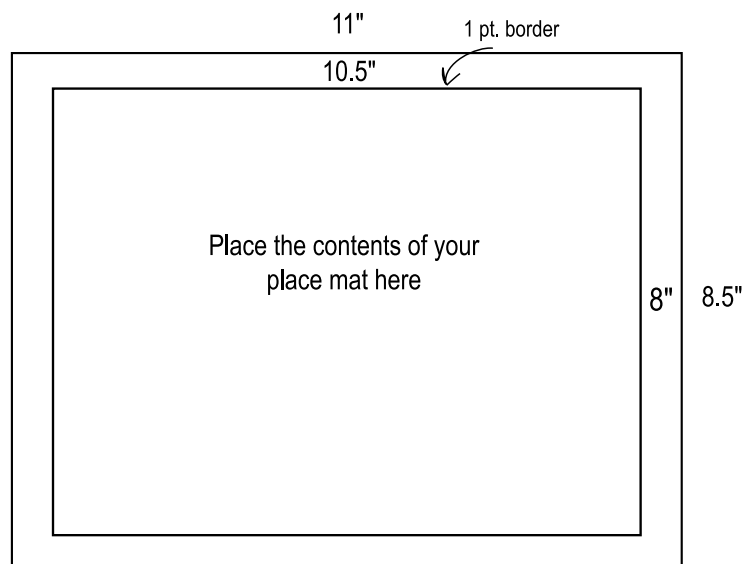
Save the document as: Part 3 Place Mat

Optional Design-Defense Memo:

Type a letter of memorandum addressed to Joe Frillio explaining your design, placement, font selections, layout scheme, and choice of graphic image(s). Attach this memo to your final document.

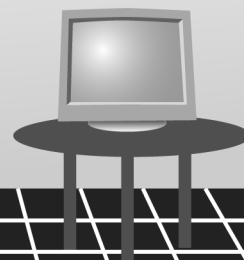
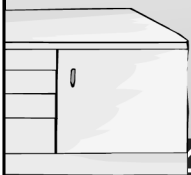
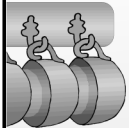
PLACE MAT PAGE SETUP INSTRUCTIONS:

- # of pages:** 1
Dimensions: 11 x 8.5 inches
Margins: .25 inches on all sides
Orientation: Landscape (Wide)
Other: Place the contents of your place mat within a 10.5 inch wide x 8 inch tall border.

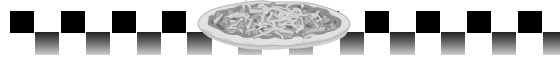


Part 4: Design a Coupon Flyer

Approximate Completion Time: 2-3 hours



Design a Coupon Flyer



TASK AND PURPOSE:

To encourage restaurant patrons to return to Frillio's Pizza, Mr. Frillio would like you to design and create a flyer containing coupons that will be placed in a variety of areas throughout his restaurant including each dinner table, the checkout counter, and display boxes.

OPTIONAL MATERIALS SUGGESTED:

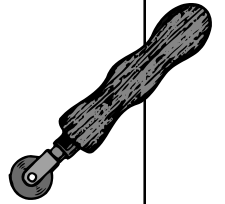
Colored paper.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

A flyer can take on a variety of formats, sizes, and designs. The purpose of a flyer is to communicate a message in a limited amount of space. Flyers can be used to announce events, advertise a product or service, or promote a cause. The primary objective of a flyer is to capture the reader's attention.

STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR FLYER:

1. Since most readers tend to look at flyers as non-reading documents, keep text to a minimum. Do, however, provide enough information to keep the reader's attention.
2. Keep the number of typefaces (fonts) to a maximum of three.
3. When choosing graphics, it will be more effective to include one or two larger graphics than to clutter the page with numerous small graphics.
4. When creating the coupons, use a dotted-line border with a small graphic of scissors placed on one of the border sides to encourage customers to cut out and use the coupons.
5. Create a balanced and symmetrical look throughout the flyer by using the same size border for each of the four coupons you will be creating.
6. Obtain some samples of coupon flyers from your local newspaper and analyze them to help you design your own.
7. Use the document planning sheet to sketch a thumbnail design of your coupon flyer on paper first.



Part 4 Continued - Coupon Flyer

CONTENT AND INFORMATION TO INCLUDE ON YOUR COUPON FLYER:

1. A simple-to-read headline.

Examples: "Thank You for Dining at Frillio's"
"Please Join Us Again"
"Great Offers for Your Next Meal at Frillio's Pizza"

2. Include four cut-out style coupons, each containing the headline and subtext on the indicated coupon number shown below. Add one small graphic image to enhance the look and appeal of each coupon.

Coupon #1: *Headline:* FREE BEVERAGE

Subtext: Enjoy a FREE beverage with the purchase of one large pizza when you present this coupon.

Coupon #2: *Headline:* FREE MEDIUM PIZZA

Subtext: One FREE medium pizza when you order two large pizzas when you present this coupon.

Coupon #3: *Headline:* SAVE \$5

Subtext: Take \$5 off of the total of your next meal or takeout order when you present this coupon.

Good on orders of \$20 or more.

Coupon #4: *Headline:* FREE APPETIZER

Subtext: Get one FREE appetizer with the purchase of any Frillio's sandwich when you present this coupon.

3. Using a small type size, add the text "Limit: one coupon per party" to each of the four coupons shown above.
4. Add an expiration date to each of the four coupons.
5. Include the Frillo's Pizza logo and the following contact information on the flyer:

Address: 111 Pepperoni Drive, Saucy, CA 92888

Phone Number: 1-888-FRILLIO

Web site: <http://www.frilliospizza.com>

E-mail: Owner@FrilliosPizza.com

6. Include the Frillio's Pizza hours of operation which are:

Mon - Thurs 11 am - 9 pm

Fri, Sat, & Sun 11 am - 10 pm

7. Add the text "We Deliver Every Day and Night of the Week" to the flyer.

Part 4 Continued - Coupon Flyer

8. Add additional text or graphic images that will help make the coupon flyer achieve the objective of getting customers to return to Frillio's Pizza.
9. Place your name, the document title, and "Part 4" on the flyer.

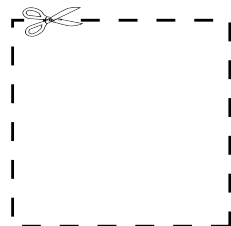
Save the document as: Part 4 Coupon Flyer

Optional Design-Defense Memo:

Type a letter of memorandum addressed to Joe Frillio explaining your design, placement, font selections, layout scheme, and choice of graphic image(s). Attach this memo to your final document.

COUPON FLYER PAGE SETUP INSTRUCTIONS:

of pages: 1
Dimensions: 8.5 x 11 inches
Margins: 1 inch on all sides
Orientation: Portrait (Tall)



To make the coupons for your flyer, use a dotted-line border and a graphic image of scissors

