Desktop Publishing Christmas Simulation
Stocking Stuffers, Inc.

This simulation was specifically created for use in Publisher, but you are welcome to use the program of your choice (Word, Publisher, Photoshop, Paint, etc.) AS LONG AS YOU ARE ABLE TO COMPLETE THE ASSIGNED TASK AND USE GRAPHICS IN ALL OFFICE PROGRAMS SEAMLESSLY. Please feel free to utilize resources to generate ideas!

Background Information
Stocking Stuffers, Inc., is a fictional business that **provides products and services during the Christmas holiday**. They have a **shop that sells ornaments**, **stockings**, various **stocking stuffers**, **gift wrap**, and assorted **Christmas goodies**. The week before Christmas, they have a coloring contest for children, cookies with Santa on location, Christmas contests, and sleigh rides.

The business is located in:
Crown Center
4520 Livingston Boulevard
Boston, MA 02101
617-555-2000

Project List

_____Cover Page

_____Logo (to be used on all projects)

_____Business Card

_____Letterhead

_____Coloring Book Page

_____Wrapping Paper Sample

_____Christmas Special Flyer

_____Christmas Photo Card

_____Invoice

_____Advertisements (half page)

_____Advertisements (quarter page)

_____Summary

_____Project Management 'Process' (tracking/progress sheet)

Action Plan
- Create a Project Management Folder to save all files in.
- Establish a method of communication between all group members
- Decide upon roles among group members
- Elect a Project Manager for your group
- Create a process to TRACK each team member's

Logo *(suggested to complete first)*

Create your logo to be used on all documents. You must include at a minimum a clipart, text (the name of the company), and a shape. It should look professional and fun. There is an (quickly made) example for you included, but since you are so talented and creative, your groups will be so much better!

Suggestion – separate your logo and slogan as it may prove too small. Think about your logo will 'look' in many applications & sizes.

Create your logo in the program of your choice. Google examples!

Save the file as LOGO in your Project Management folder. You will need to (problem-solve in order to) SAVE AS a picture (JPEG? TIFF?) in order to utilize your logo in other programs. Then, for future projects, you can just insert the picture from file (but expect to do a little cropping).

Business Card

Set up the page for a business card (suggested to use templates in Word or Publisher). Business cards are by default 3.5" x 2" in size. The standard business card template will have ten cards per page. In Publisher, it may give you an option to print one, single card. You may need to adjust your spacing / margins, etc.
Be prepared to problem-solve! Google examples!

The business card should include:
- **Your name**, **Entertainment Director**
- **Business address**
- Business **logo**

Letterhead

Create a **letterhead** to *match* your *business card* that utilizes the business card elements at the top and a **decorative line** with a **slogan** at the bottom. Google examples!
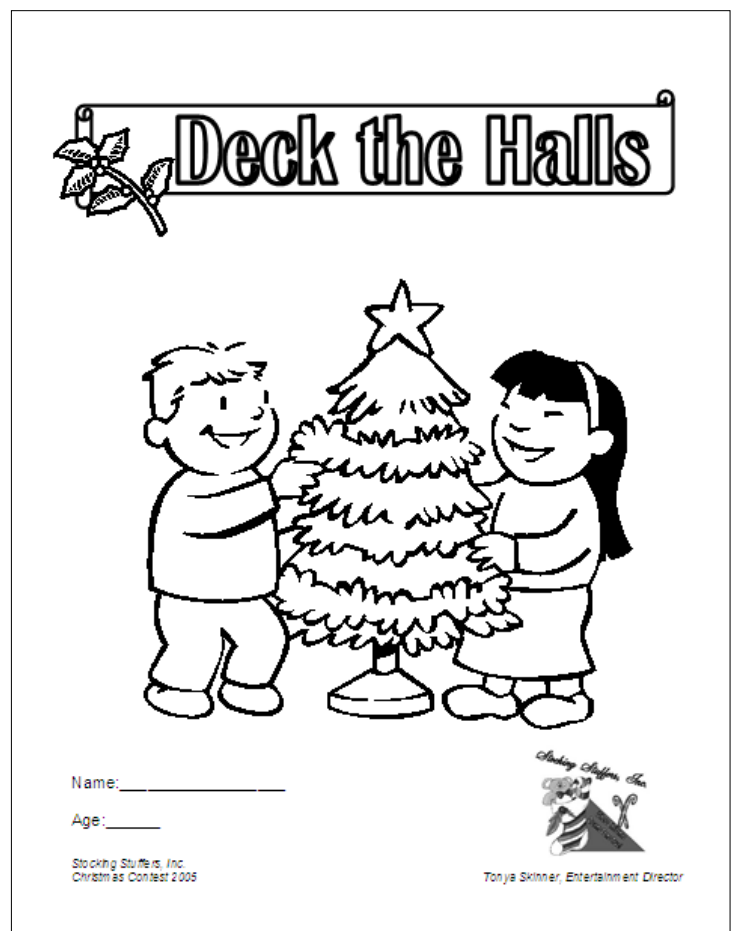
Your letterhead should include:
- **Business name**
- Slogan in footer
- **Business address**
- Business **logo**

Coloring Book Page

Use clipart to create a coloring book page with a Christmas theme in portrait orientation. If necessary, use the recolor clipart feature to recolor the clipart to white and leave the black parts black.
- Include a hollow outlined WordArt with a Christmas message. In the bottom left corner, in 10-point font italics, put *Stocking Stuffers, Inc., Christmas Contest 2021.*
- In the bottom right corner, in 10 point font, put your name, Entertainment Director.

Juniors: Project Management Unit

- Above your name, include a miniature version of your logo.
- Include a name and age blank for the child entering the coloring contest somewhere on the coloring page.
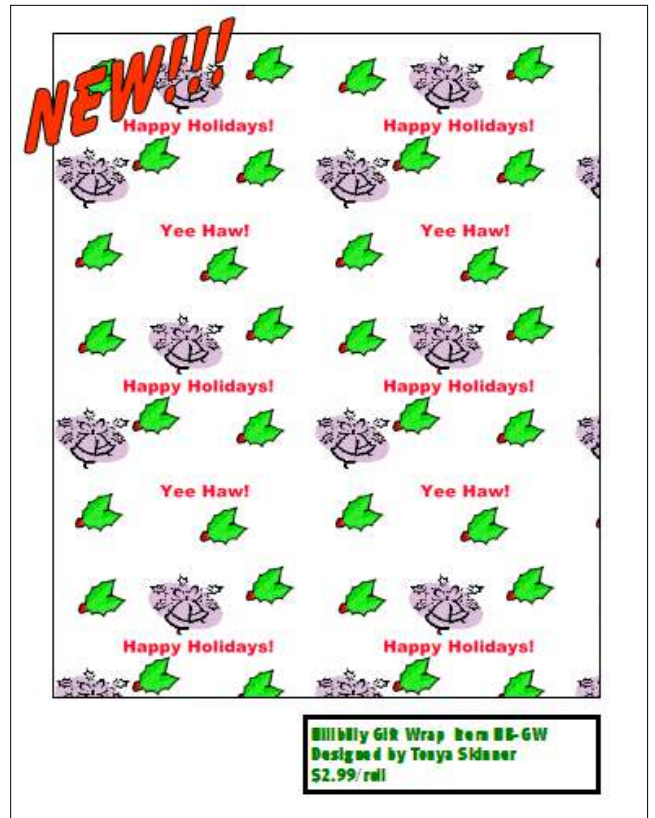
Wrapping Paper Sample

This may require using a graphics editing program (Adobe Photoshop, etc.) in conjunction with Publisher.

- Create a new graphic or locate Christmas clipart, resize and/or crop as needed to make it the center focus on your page.
- Add as many graphics as you want and include text specified above.
- Then, save as a JPEG. (In Publisher, this should tile across the page as shown in the rectangle on the right)

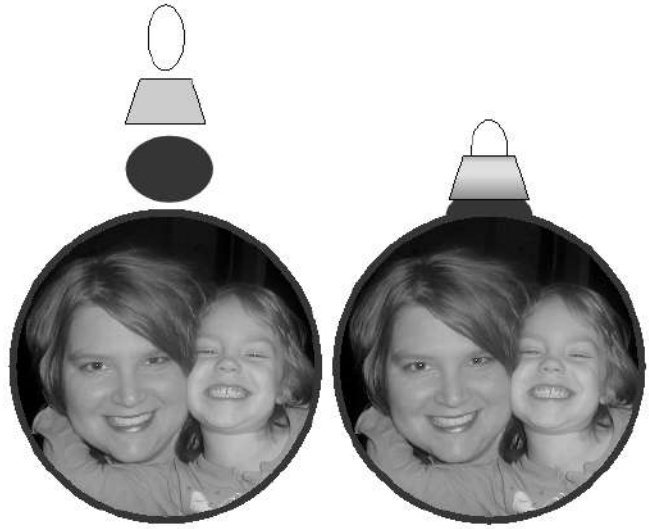In Publisher, you may wish to format layout guides.

- Create a rectangle that is 8.5" tall by 7" wide.
- You will put your wrapping paper sample in this box as a fill.
- Center the box between the guides horizontally.
    - BE CAUTIOUS OF CUT OFF and try and space/align consciously.
- Place in the upper part of the page, leaving space at the bottom for other information.
- Place your company logo on the sheet.
- Include the name of your new graphic design, designed by name, and price per roll, etc., in a box.
- Include "NEW!" text on the page that indicates this is a NEW product.

Last Minute Christmas Special Flyer

For this project, you are creating a flyer in landscape orientation that utilizes the drawing tools in Publisher.

- Create a layered shape similar to that below (comprised of four different shapes) and then layer to match the picture at the right.
- Make the filled oval and the stroke/border color around the big circle the same color.
- Use a picture fill (may include: Format Autoshape, Color, Fill Effects, Picture, Browse). These are Christmas ornaments. Once you create the first one, group it and copy and paste several more. You will change the fill picture in each one to "advertise" the special.
- Feel free to change the color scheme on each one.
- Your finished project should also include an Autoshape banner with a "list" of the specials in an informal handwriting font.

- In your Christmas ornaments, put a picture of each special. You decide on four things to include (get pictures from the Internet, personal collection?)
- Put a clipart of a tree and place your ornaments accordingly.
- Don't forget your name as Entertainment Director in the corner and the company logo somewhere in your design. Example (without "specials" in each ornament).

Photo Card

As part of your company's special Christmas activities, you will be having photos with Santa. The company is looking for something nice and fun to display the children's photos with Santa. They want something that includes a photograph from the photo shoot, Christmas accents, and something that is suitable for sharing with friends and family (a text box they could sign, for example). Additionally, include a border in a custom Christmas pattern. Either fill in your card with light color or use a Christmas texture.
Don't forget your logo! Example:

Invoice

Due to a high volume of sales, your company has decided that invoices are necessary. Create a sales invoice using a business form template. Be sure to include your company logo, your name as a contact person for questions, and change the font to something more appropriate. Make other changes as necessary to customize this form so yours does not look exactly like the template.

Advertisements

Create two advertisements. For both advertisements, be sure to include your company logo. You may print both advertisements on one page. Advertisements can be for a newspaper, billboard, magazine, transit advertising, on social media, etc.

One should be a general half page advertisement (7" X 4.5") to gain business for Stocking Stuffers, Inc.
- This advertisement should include a bulleted list of products/services, include location and phone number, and should utilize reverse text and a rotated shape.
- Use a thin, decorative border.

The second advertisement should be a quarter page advertisement (4" X 3.5") for Christmas photos with Santa.
- It should include the time and place of the photos with Santa and should have a price list for basic picture packages.
- Create this information yourself.
- Be consistent with your graphics and utilize similar themes from previous projects.

DTP Stocking Stuffers, Inc., Scoring Guide

FINISHED PROJECTS SHOULD BE DISPLAYED NEATLY EITHER IN A BINDER WITH SHEET PROTECTORS OR FOLDER; CREATE A NICE COVER PAGE AND INCLUDE SCORING GUIDE (10 pts)

Names: _____

_____ Grade: _____

Include a half page response to each of the following constructed response questions (typed, DS):

- o Describe how you decided on your particular logo; do you feel it is a strong design? Why or why not? (10 pts)
- o Pick your best item of work in this project. Defend why it is your best piece and incorporate the elements of design in your response. (10 pts)
- o How did you work as a team? How did you divvy up the projects to work effectively, yet independently on each element? (10 pts)
- o (***NEW***) Explain your Project Management 'process'. How dd you communicate? How did you keep track of member progress? How did you problem-solve when needed? Were there any absences or other such hiccups in your group that you needed to overcome?

Logo

Expectation	Met	Almost	Needs Revision
Clipart, text, and shape all included	15	10	5
Correct size	5	3	1
Creativity/Originality	5	3	1
TOTAL	**25**		

Business Card/Letterhead

Expectation	Met	Not Met/Deduction
Job Title/Address/Logo included on both	5	
Card printed, multiple copies per page, correct setup	5	
Correct spelling/grammar	5	
Letterhead matches card, has decorative line, slogan	10	
Layout/Design	5	
TOTAL	**30**	

Coloring Book Page

Expectation	Met	Not Met/Deduction
Clipart used is recolored appropriately	10	
Required text included (contest, name, blanks for child)	5	
Logo and outlined WordArt included	5	
Creativity/Originality	5	
TOTAL	**25**	

Wrapping Paper Sample

Expectation	Met	Not Met/Deduction
8.5" x 7" box with tiled fill (includes graphics and text)	10	
Logo/required text included (design name, your name, price, etc.) in bordered box	10	
Rotated text (NEW)	5	
Creativity/Originality	5	
TOTAL	**30**	

Juniors: Project Management Unit

Last Minute Christmas Special Flyer

Expectation	Met	Not Met/Deduction
Landscape page orientation	5	
Drawing tools used to create ornament; "cap" has gradient fill	10	
Autoshape banner with "list" of specials (handwriting font)	5	
Each ornament has a different photo of a special	5	
Logo/your name	5	
Layout/Design/Spelling	10	
TOTAL	**40**	

Photo Card

Expectation	Met	Not Met/Deduction
Custom page size is used (8.5 x 5.5); one copy printed	5	
Photograph used with Christmas accents	5	
"Share" box or similar item included	5	
Custom Christmas border used	5	
Card filled with light color or Christmas background texture	5	
Logo	5	
Layout/Design/Spelling	10	
TOTAL	**40**	

Invoice (from Template)

Expectation	Met	Not Met/Deduction
Template used to create invoice	5	
Logo/Name	5	
Font is changed to match "holiday" theme	5	
Other changes made to customize the template	5	
Creativity/Originality	10	
TOTAL	**30**	

Half Page Advertisement

Expectation	Met	Not Met/Deduction
Includes a bulleted list of products/services	5	
Location/phone number used/Logo	5	
Reverse text	5	
Rotated shape	5	
Thin, decorative border	5	
Creativity/Spelling	10	
TOTAL	**35**	

Quarter Page Advertisement

Expectation	Met	Not Met/Deduction
Includes time/date/place and price list for pictures	5	
Includes repeated graphic element	5	
Rotated text	5	
Hairline border	5	
Creativity/Spelling	10	
TOTAL	**30**	

Project Total

Expectation	Met	Not Met/Deduction
Assembly	10	
Question 1 *Describe how you decided on your particular logo; do you feel it is a strong design? Why or why not?*	10	
Question 2 *Pick your best item of work in this project. Defend why it is your best piece and incorporate the elements of design in your response.*	10	
Question 3 *How did you work as a team? How did you divvy up the projects to work effectively, yet independently on each element?*	10	
Question 4 *Explain your Project Management 'process'. How dd you communicate? How did you keep track of member progress? How did you problem-solve when needed? Were there any absences or other such hiccups in your group that you needed to overcome?*	New Question	
CUPS		
TOTAL		

COMMENTS: