TLC – Technology Education – Draft

Title: <u>DESKTOP PUBLISHING -- BUSINESS CARD</u>

State Standards:

1- Explore current communication technologies and their impacts on society and the environment.

2- Explore technology careers related to communication, manufacturing, construction, transportation, and energy and power.

Objectives:

1. Define Desktop Publishing.
2. Show how to access a software library
3. Show how to integrate computer graphics and text.
4. Design and complete a business card.

Time:

- 1 to 2 Days

Materials:

1- Computer with ClarisWorks/AppleWorks loaded

2- Printer and paper

Resources:

1- ClarisWorks/AppleWorks manual

2- Sample business cards (Look at the last page of this activity to see some samples).

Some Related Careers:

- Commercial Art
- Graphic Designer
- Printer
- Photographer

What?

In this activity the students will design and Business Card

So What? (Minutes) What will the student learn as a result of participation in this activity?

Now What? (Minutes) What can the student do with this new information?

DESKTOP PUBLISHING -- BUSINESS CARD

Objectives: At the conclusion of this activity you should be able to:

    1. Define Desktop Publishing.

    2. Show how to access a software library

    3. Show how to integrate computer graphics and text.

    4. Design and complete a business card.

Briefing: The invention of computers has made writing and publishing much easier. With a computer and a good printer, you have the elements of desktop publishing. A few years ago, the printing and publishing process was much more complex. There were large cameras, layout tables, plate burners, and printing presses. Most of that same work can now be done on a desktop computer and printer. That is why it is called desktop publishing. You can become a "publisher" with a desktop computer and printer. It is easy to import graphics, clipart or pictures; to insert and move text, change fonts and styles; and to make logos, lines and other decorative features.

The skills that you learn in desktop publishing relate to many different kinds of careers such as: secretary, copy editor, graphic artist, commercial artist, interior design, industrial design, photography, marketing, public relations specialist, publisher, and many others.

In this activity you will be using relatively simple computer software called ClarisWorks or AppleWorks. It can be used for word processing, drawing, painting, spreadsheets, and database activities. Although it is simple, it is really quite powerful and will do almost anything you can dream up. To learn how to use some of the features, you will be designing a business card.

Materials Needed:
Computer with ClarisWorks/AppleWorks loaded
Printer and paper

Resources:
ClarisWorks/AppleWorks manual
Sample business cards (Look at the last page of this activity to see some samples).

Proceedure:

    1- In this activity, you will be using a sample business card to learn the steps. However, you should be thinking of one that you could design for yourself. For example, maybe you could develop your own business card for one of the following services: lawn mowing, babysitting, bicycle repair, cookie making, animal care, desktop publishing, or others of your choice.

    2- For this activity, you will be following a sample, but the first step usually is making some "thumbnails" of possible designs. That means you will be making simple sketches of several designs on scratch paper. There would be different places to put text, logos, lines, or other graphics.

3- Begin by opening a new ClarisWorks/AppleWorks document. Double click on the icon.

4- When the ClarisWorks/AppleWorks window opens, select a Drawing document. Click OK.

A Word Processing
Drawing
**Painting**
Spreadsheet
Database
Communications
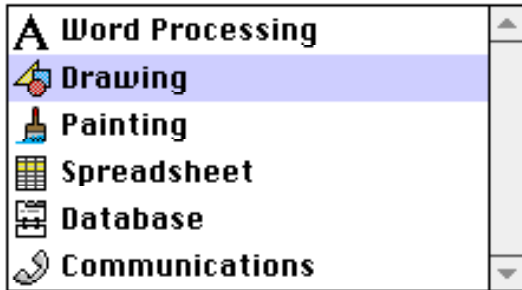
5- A business card is usually 2" X 3 1/2". With the rectangle tool on the left side of the window, raw a box that is 2" X 3 1/2". You can determine that size by two methods: (1) just use the dotted grid to make it, or (2) use the Object Size window to determine the size. The latter will probably be more accurate.

6- To see the Object Size window, go to **Options** menu, Object Size. Then when you draw the box, the numbers in the window will change to show you how large you are drawing. Drag the box diagonally until the Size window says 3.5 in. and 2 in. for the bottom two numbers.

Size

⊢	1 in
⊤	2 in
→|	4.5 in
⊥	4 in
⊢→⊣	3.5 in
⊥	2 in
↺	0°
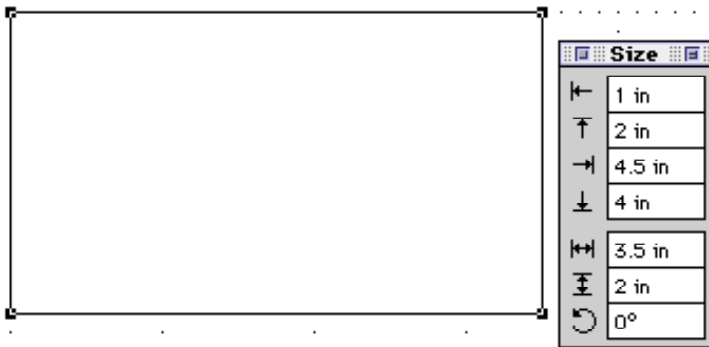
7- On the tool panel on the left, click on the **A**. This means you are going to put in text. Click in about the center of the rectangle and type in the information that is shown on the sample at the right. If it is not quite in the right place, click the arrow on the tool pallet, click on the text block, and move it to the desired location.
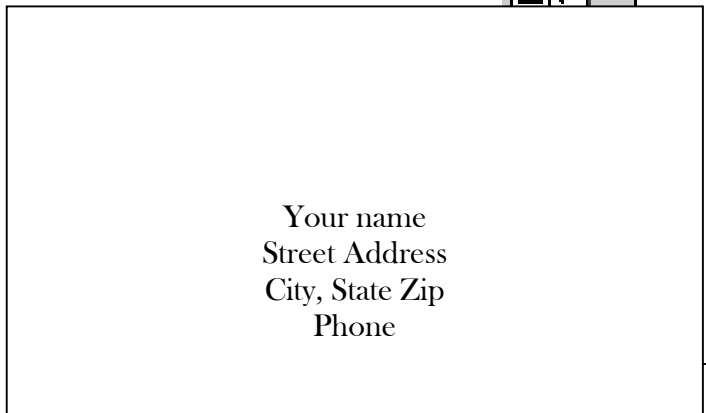
Note: if your name or city has a lot of letters, you may have to change the size of the font.

8- Now you will make a heading/title for you business card. With the "A" selected, click near the top and type

Your name
Street Address
City, State Zip
Phone

Desktop Publishing

Your name
Street Address
City, State Zip
Phone

in **Desktop Publishing**. Change the font to 24 point, Zapf Chancery. (If your computer does not have Zapf Chancery, ask the instructor to help you find another script font.) Also, make it Bold. It will look something like this:

9- Now, from a library, select a logo to use. ClarisWorks/AppleWorks has quite a few items in the library. Go to **File > Library > Computers > Computer 6.**

Note: If a digital camera is available, you may use your digital picture rather than clipart.

10- You might also ask your instructor if there is a CD of clip art available. Or you might know of some Internet sites from which you can download clip art.

11- Add two lines under the title and a slogan of some sort at the bottom.

12- To make the lines, use the line tool in the tool pallet.

13- Make the lines two different thicknesses. At the bottom of the tool pallet is the lines patterns/colors pallet. Click on the little lines box, and another window will open which shows various point sizes of lines. Select 3 point for the top line, and 1 point for the second line.

Note: You can also make the lines colored from the color box, thicker lines can have patterns from the patterns box, and they can have arrows from the arrows box. (That is how these lines and arrows were made.)
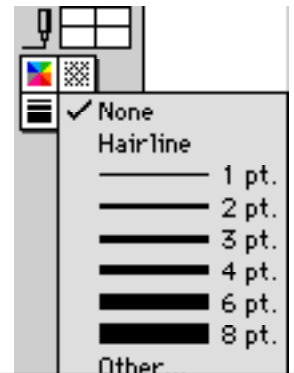
14- Your finished business card should look something like the sample at the right.

15- Print it out for your instructor to see.

16- Using what you have learned, design and make a business card of your own for a service you might provide to friends, relatives, or other people in your neighborhood. It should include text, graphics, a logo or clip art, a title, and other information you think will help "sell" your business.
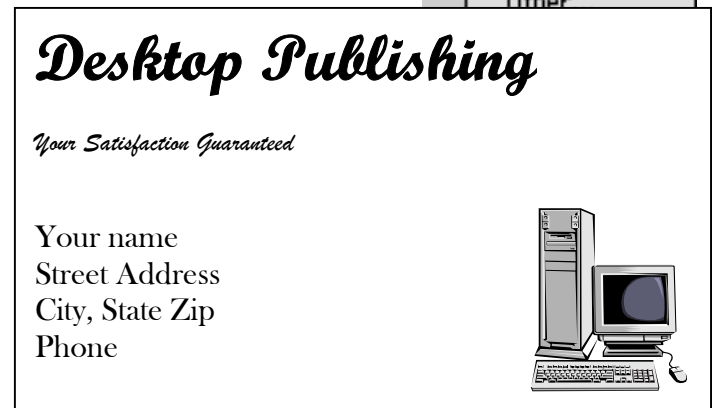
17- Have your instructor and some other students look at your business card and give suggestions.

18- To make a full page of your business cards:

    a. Drag the cursor (arrow) diagonally across the entire business card. All the parts should then have the little black "handles".

    b. Menu **Arrange > Group**, or press ⌘ G. This groups all the parts so they become one graphic object.

    c. Drag the business card to the top left corner of the page.

d. Press ⌘ D. This makes a duplicate of your business card. Drag it to the right side of the page, at the same vertical position as the first one.

e. The second business card should still have little handles at the corners. Hold down the Shift key and click on the first one again. This should make handles on both of them.

f. Press ⌘ D again. This should make two duplicates. Drag them about 1/8" below the first two. Don't click anywhere! Press D two or three more times. This should add two more business cards each time until the page is full.

19- Your page should something like the next page full of samples, except they will all be your own card.

20- Print out your cards, cut them into individual cards, and you are ready for business! You might ask your instructor if s/he has special heavier paper to print your business cards on, and if the printer will print on heavier paper. Don't try printing on heavier paper without the instructor's permission.