

Project 4 - Service organisation

Task

You are an editor and layout artist for a publishing house. Your boss has just given you the job of developing the first edition of a journal or newsletter for a service organisation. This journal will be based on articles and pictures downloaded from the Internet. It is your task to arrange this material into an exciting and effective format.

For the subject of your journal you may choose from one of the organisations listed on the following pages, or for a similar agency with teacher's approval.

Choose one of the organisations listed and visit its web site. Make yourself familiar with the role and activities of the organisation.

The journal is to be from 4 to 8 pages in length and must include the following features:

- a front cover or title bar with organisation's name and logo
- articles of interest with suitable headlines and subheadings
- photographs or pictures with captions
- a table of contents
- a masthead (i.e. publication information and contact details; make these up but include your own name as editor)
- the use of columns to display text and graphics
- lines, boxes or shading to organise the information.

You may also include other features such as a labelled picture or map, adverts, pull quotes, letters to the editor, or a photo page. Adverts would be of the "support this child" or "write to you local MP" type.

The newsletter is to display good design features including effective layout and use of white space. You must ensure there is suitable variety and interest, correct grouping and alignment, and effective use of colour.



Service organisations

 <p>amnesty international WORKING TO PROTECT HUMAN RIGHTS WORLDWIDE</p>	<p><i>Amnesty International</i> - human rights watchdog www.amnesty.org</p>
 <p>Australian Government AusAID</p> <p>Overseas Aid</p>	<p><i>AusAID</i> - government aid to overseas countries www.ausaid.gov.au</p>
 <p>AUSTCARE AUSTRALIANS CARING FOR REFUGEES</p>	<p><i>AustCare</i> - assisting overseas refugees www.austcare.org.au</p>
 <p>Australian Conservation Foundation</p>	<p><i>ACF</i> - protecting Australian wildlife www.acfonline.org.au</p>
 <p>Australian Red Cross</p>	<p><i>Australian Red Cross</i> - emergency support and community services www.redcross.org.au</p>
 <p>Caritas Internationalis</p>	<p><i>Caritas</i> - relief, development and social service organisation www.caritas.org</p>
 <p>The Fred Hollows Foundation</p>	<p><i>Fred Hollows Foundation</i> - blindness prevention in 29 countries www.hollows.org</p>
 <p>GREENPEACE</p>	<p><i>Greenpeace</i> - promoting peace and conservation www.greenpeace.org</p>
 <p>MEDECINS SANS FRONTIERES</p>	<p><i>Medecins Sans Frontieres</i> - humanitarian medical aid agency www.msf.org</p>
 <p>Oxfam</p>	<p><i>Oxfam CAA</i> - providing opportunities for third world people to better their lives www.caa.org.au</p>
 <p>Queensland Cancer Fund</p>	<p><i>Queensland Cancer Fund</i> - raising money to fight cancer www.qldcancer.com.au</p>
 <p>THE SALVATION ARMY</p>	<p><i>Salvation Army</i> - meeting human needs at a local level www1.salvationarmy.org</p>
 <p>unicef</p>	<p><i>United Nations Children's Fund</i> - helping children throughout the world www.unicef.org</p>
 <p>UNIFEM</p>	<p><i>United Nations Development Fund for Women</i> - working worldwide for women's empowerment and gender equity www.unifem.org</p>

 World Health Organization	<i>WHO</i> - United Nations organisation to promote health worldwide www.who.int
	<i>World Vision</i> - ensuring children have access to health and education www.wvi.org
	<i>World Wildlife Fund</i> - wildlife conservation organisation www.wwf.org
	<i>Young Australians for Anti-Racism and Reconciliation</i> - educating students on issues of racism and reconciliation www.yaarr.org

Approach

Planning

Complete the following planning deadline sheet with dates for each of the tasks:

Task	To be completed by
choose organisation to make journal for	
visit web site and collect information	
make design decisions	
revisit web site	
complete design layout sketches	
prepare cover/titlebar	
complete first draft with articles	
insert photos with captions	
add table of contents and masthead	
proof read draft	
review and improve layout	
final check	
print final copy	
complete evaluation	

Choose an agency to prepare the journal for.

Name of agency:

This agency helps people by:

Decide who might be a potential audience for the journal. What message are you going to attempt to get across? How do you think you can work towards this purpose?

Typical reader:

Interests:

Message to get across:

Devices to help get message across:

Collect

What program or programs will you use to carry out this task?

Go to the organisation's web site. Identify potential articles and photographs. Copy or download these into a suitable folder.

Once you have collected some content and images make decisions on each of the following issues and make notes about each in the space provided:

- page size, grid layout and margin size
- how will you display text (number of columns; use of sinks or empty columns, headlines, pull quotes, etc.)
- which typeface (font) and size you will use for the body text, and which for headlines, pull quotes or picture captions; decide if you will use any other fonts, and for what purpose

- the articles will you use and in what sequence you will present them
- what images you will use, and how you will use them
- what unifying feature(s) will you have to link the different pages together (e.g. logo on each page, colour scheme, consistent lines, boxes or shading, etc.)
- what special features you can use to provide variety and interest.

At this stage you may want to re-visit the organisation's web site to collect additional articles or graphics. Ensure you have effective images to go with each article and for your front cover.

Plan the layout of the front cover or title bar and sketch a general page layout.

Produce

Carry out the following tasks. As you complete each item as well as it can be done tick it off. Next get your teacher to check you have completed all requirements.

1. Prepare the front cover or title bar.

<input type="checkbox"/>	<input type="checkbox"/>
done	checked

2. a Using the downloaded text prepare a draft copy of each of the newsletter articles. Check grammar and spelling.

b Place the articles on suitable pages following your sketch layout plan.

c Add headings.

d Use suitable images and other graphic elements such as lines and boxes to enhance the articles.

e Caption photographs.

<input type="checkbox"/>	<input type="checkbox"/>
done	checked

3. Add required items such as table of contents and masthead, and other features you have decided on.

<input type="checkbox"/>	<input type="checkbox"/>
done	checked

Presentation

Look at the layout and check for placement and harmony in the design (this is best done from a distance).

Check alignment and grouping.

Check you are consistent in layout and fonts but have enough contrast to provide interest.

Is the document appealing and effective? If not look for possible improvements.

Get others to look at the layout and make suggestions.

Prepare either a black and white or a colour printout of the journal.

Submit a disc copy of all files to your teacher.

Confirm

1. How well did you keep on task?

very well fairly well not well poorly

2. How would you rate your current skills and knowledge of DTP?

excellent good fair poor

3. How effective and helpful was your planning deadline sheet?:

excellent good little help did not keep to it

4. a Describe the potential readers you identified for the journal.

b What message did you aim to communicate?.

c How successful do you think you were at achieving this aim?

very successful successful fairly successful unsuccessful

5. List any features you have used to make the journal more attractive and appealing:

6. Comment on the effectiveness of your layout:

- does the journal look interesting, would people want to read it? Yes / No
- are pages balanced and not crowded? Yes / No
- does the main point on each page stand out? Yes / No
- is the text easy to read and are pictures well presented? Yes / No
- does everything seem to belong together? Yes / No

7. Suggest three different ways your journal could be improved:

-
-
-

8. If you were to start another similar activity now, what would you do differently?

