

DESKTOP PUBLISHING: ST. EDMUND CAMPION BROCHURE ASSIGNMENT

For your final assignment, you will be creating a St. Edmund Campion brochure that promotes the school and the various programs that are offered at our school. The target audience for your brochure includes prospective students who may be registering at our school in the near future, parents, and members of the greater school community.

Your brochure can highlight information about the school including:

- The building facilities
- The teaching staff
- Courses and programs offered (e.g. SHSM, Advanced Placement, Career Path, etc.)
- Uniform policy
- Daily school schedule
- Bus transportation
- Clubs and sports teams



You can find most of this information in the School Agenda or on the school website. However, do **NOT** simply copy and paste information out of the Agenda.

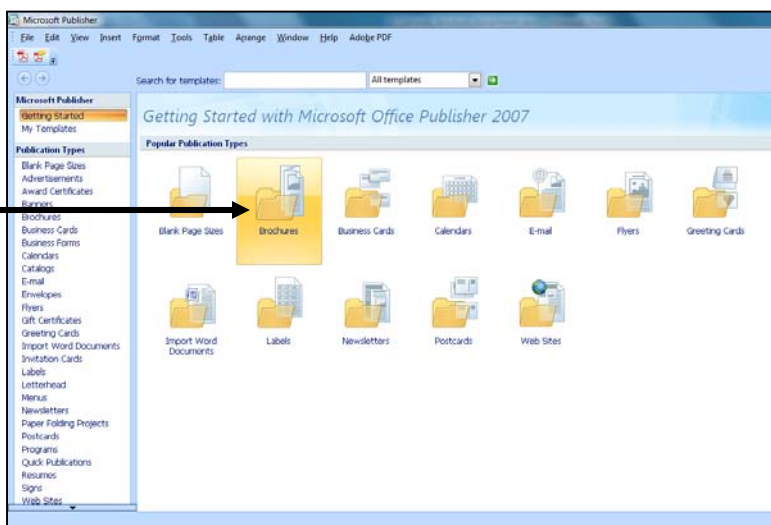
Be sure to include graphics that will complement sections of your brochure. You can find some photos that I've placed in Classroom Rosters or that you can find on the school website. You can also use Clip Art images included in Microsoft Publisher.

For your brochure, you can either use one of the templates included in Microsoft Publisher or you can start from a blank template.

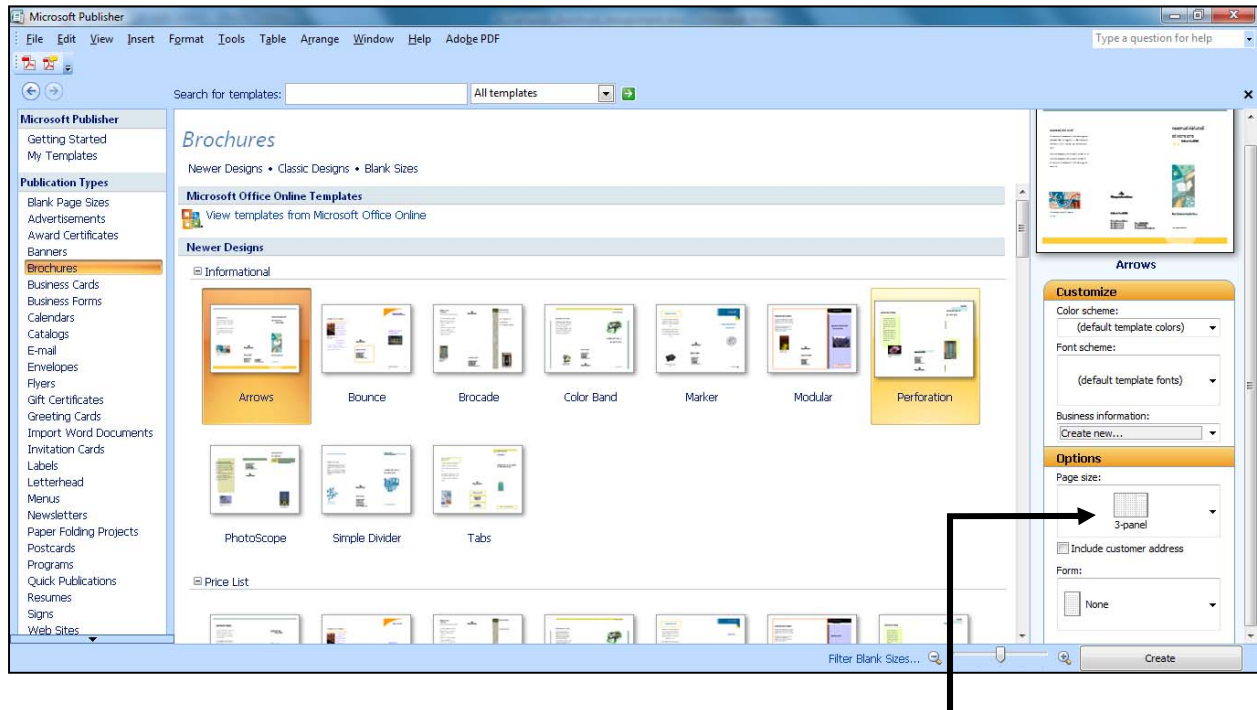
To select one of the brochure templates included in Publisher, follow these steps:

1. Open Microsoft Publisher and select **Brochures** from the **Popular Publication Types**.

Select
Brochures

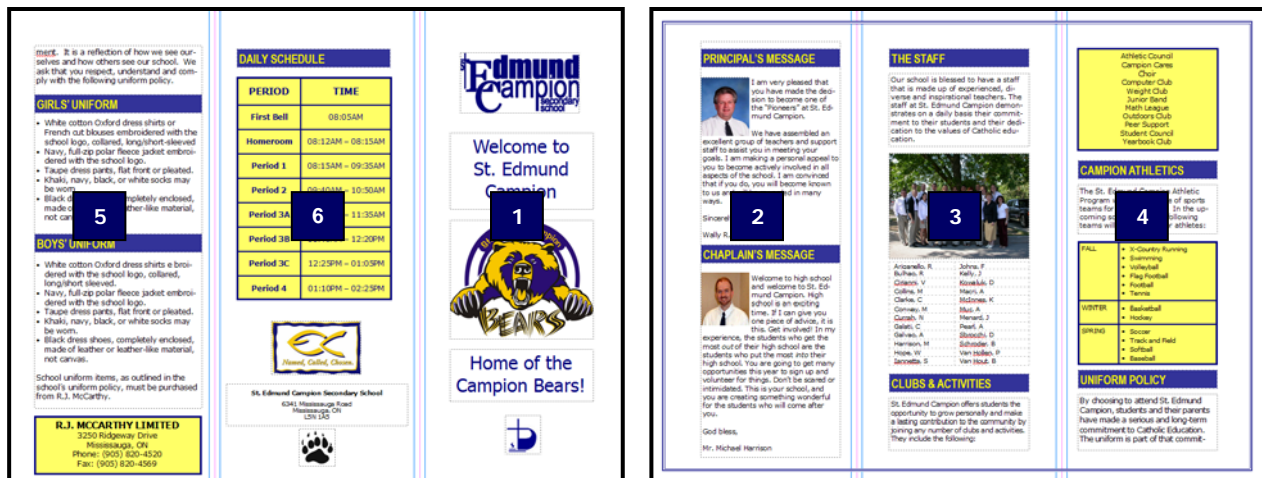


2. Select one of the brochure templates and make sure you select a 3-panel page size.



Select 3-panel page size

Keep in mind that the final product will be folded, so the pages will appear as follows:



Save the publication as **Campion_Brochure.pub** in your UNIT 3 folder.

BROCHURE ASSIGNMENT RUBRIC

NAME: _____

TOTAL: / 40

CATEGORY	CRITERIA	LEVEL 1 (50 – 59%)	LEVEL 2 (60 – 69%)	LEVEL 3 (70 – 79%)	LEVEL 4 (80 – 100%)	MARK
Knowledge	Demonstrates an understanding of the brochure, and the formatting techniques required to create an effective brochure	<ul style="list-style-type: none"> Demonstrates limited understanding of the brochure Formats brochure with little or no success 5.0-5.9	<ul style="list-style-type: none"> Demonstrates some understanding of the brochure Formats brochure with some success 6.0-6.9	<ul style="list-style-type: none"> Demonstrate considerable understanding of the brochure Formats brochure with considerable success 7.0-7.9	<ul style="list-style-type: none"> Demonstrates extensive understanding of the brochure Formats brochure with great success 8.0-10	/10
Thinking and Inquiry	<p>Includes relevant information pertaining to the school</p> <p>Selects and includes appropriate visuals (pictures, graphics, etc.)</p>	<ul style="list-style-type: none"> Includes little relevant information Selects and includes very few appropriate visuals 5.0-5.9	<ul style="list-style-type: none"> Includes some relevant information Selects and includes some appropriate visuals 6.0-6.9	<ul style="list-style-type: none"> Includes considerably relevant information Selects and includes appropriate visuals with considerable success 7.0-7.9	<ul style="list-style-type: none"> Includes extremely relevant information Selects and includes appropriate visuals with great success 8.0-10	/10
Communication	Communicates information clearly by using correct grammar and spelling	<ul style="list-style-type: none"> Communicates information with limited clarity Uses weak grammar and spelling 5.0-5.9	<ul style="list-style-type: none"> Communicates information with some clarity Uses adequate grammar and spelling 6.0-6.9	<ul style="list-style-type: none"> Communicates information with considerable clarity Uses good grammar and spelling 7.0-7.9	<ul style="list-style-type: none"> Communicates information with a high degree of clarity Uses excellent grammar and spelling 8.0-10	/10
Application	Applies desktop publishing skills (i.e. tables, shading, bullets, text wrapping, etc.) in the design and formatting of the brochure	<ul style="list-style-type: none"> Applies desktop publishing skills with limited success 5.0-5.9	<ul style="list-style-type: none"> Applies desktop publishing skills with some success 6.0-6.9	<ul style="list-style-type: none"> Applies desktop publishing skills with considerable success 7.0-7.9	<ul style="list-style-type: none"> Applies desktop publishing skills with great success 8.0-10	/10

CURRICULUM EXPECTATIONS THAT ARE COVERED IN THIS ASSIGNMENT:

- Use desktop publishing features (e.g., templates, importing text and graphics, font, layout, styles) to enhance publications.
- Use desktop publishing software to design and create a variety of publications (e.g., card, invitation, flyer, newsletter) for specific purposes and audiences.