



Think Critically with Data | Newsletter Publication

Newsletter Template



Key Concept

Who would be interested in reading your article?
Who would be interested in seeing the data you have collected, analyzed, and represented? A newsletter is a great way to publish a short written work for a specific audience.

Newsletters usually communicate information about a topic of interest to a specific audience. A newsletter always includes one or more articles about the topic. It often includes tables, charts, and images relevant to the topic. You can use a newsletter to communicate what you have learned about your topic to an audience.

How can you publish a newsletter? Desktop publishing allows individuals to produce attractive publications. Desktop publishing has specialized applications. These applications allow precise control over the appearance of a document. You can also use a modern word processing application for basic desktop publishing.

Using a *template* to help you produce a quality publication is often a good idea. Using a template is faster and easier than creating a publication from a blank page. You can use a template to publish your newsletter.

Look Ahead

Task: Use a template to create a newsletter based on your article and polling data.

Goal: Make the newsletter as attractive and easy to read as possible, emphasizing the most important parts.

You may want to review an example of a *newsletter* before you begin.

See the example:
[Newsletter](#)



Vocabulary

Words to Remember

This page gives basic definitions for some important terms that can help you learn about desktop publishing. You can get a more complete definition of each term from [Fact Monster](#)*.

New Words

Audience: The people who read a publication or view a work of art, performance, or presentation.

Desktop Publishing: Using a computer to design and print a publication that includes text and graphics.

Newsletter: A short publication designed to communicate information about a topic of interest to a specific audience.

Publication: A printed work distributed to an audience.

Template: A computer file designed to open a copy of itself by default so its formatted content can be used and modified to create similar documents.

Review Words

Application: A computer program designed for a specific purpose.

Graphics: Using pictures and other visual elements to communicate information.

Program: A set of instructions for a computer to perform.

Typeface: A style of letters and numbers used in a publication.

Word Processing Application: A software application designed to create documents.



Exploration

Learning from the Web

How can you make readers interested in your newsletter? An attractive publication catches the audience's attention. Explore some Web sites about desktop publishing. Learn how to prepare your article for publication.

While you explore the following Web sites, think about the guiding questions. You may want to take notes to help you answer the questions. If you think of other questions about desktop publishing, keep those in mind too.

Guiding Questions

- What makes a publication attractive to readers?
- How can you use desktop publishing to interest people in your newsletter?
- How can you use a template to help produce your newsletter?

Web Sites

- [Desktop Publishing*](#) from [Fact Monster*](#)
- [Desktop Publishing*](#) from [Writing@CSU*](#)
- [What Are the Rules of Desktop Publishing?*](#) from [About*](#)
- [Text Composition in Desktop Publishing*](#) from [About*](#)
- [Why and How To Use Templates Effectively*](#) from [About*](#)



Exploration

What to Know

This page summarizes some of the information from the Web sites you explored. This information helps you learn what you need to know for this activity about desktop publishing. You may want to take notes to help you remember the most important points. You can return to the Web sites for more exploration if you want to learn more.

A Newsletter

The people who read your work are your audience. When you publish your writing, you must know your audience. You have to decide what kind of publication would attract your readers. A newsletter can be an effective way to publish a short written work. A newsletter usually communicates information about a topic of interest to a specific audience.

Newsletter Topics

One reason newsletters are useful is because they can communicate many different kinds of information. They make it easy to combine stories about a topic with tables, charts, and images relevant to the topic. Newsletters come in many different formats and styles. You can publish a newsletter on almost any topic. Here are two examples of how you could publish a story and related information about a topic in a newsletter:

- **Downloading Music.** Your newsletter could help people understand how the Internet has affected the music industry and its consumers. You could include a story that explains the social and legal issues involved in downloading music. You could incorporate charts that represent the downloading behavior of students in your school. You could select quotes from your open-ended questions to illustrate different opinions on downloading music.
- **Global Warming.** Your newsletter could help people understand the causes and consequences of global warming. You could include a story that explains the scientific research on global warming. You could add charts that represent the opinions of your classmates and their use of products that contribute to global warming. You could select quotes that illustrate different opinions on global warming.

Desktop Publishing Principles

Desktop publishing makes producing attractive publications easy. Unfortunately, it also makes producing unattractive publications easy. Like any technology tool, the results you get depend on your knowledge, efforts, and skills. To help make your publication attractive, you should use your tools, mix it up, and keep it simple!

- **Use Your Tools.** Your word processing or desktop publishing application has many tools that can help you format text. Do not be lazy and press a bunch of spaces, tabs, and returns to format your text. Use your application to format your document, not your keyboard!



Use tools to:

- Put one space after punctuation
 - Use one return after a paragraph
 - Use margins, tabs, and alignment instead of spaces
- **Mix It Up.** Use a variety of formatting tools. Often, people learn a couple formatting tools and then stick to them. Try new tools! You want your publication to appear attractive and engaging.

You might want to use some of the following formatting ideas in your publication:

- Use bold to add contrast and to strongly emphasize certain words or ideas
 - Use italics for titles of publications and to mildly emphasize words or ideas
 - Try different fonts, sizes, and colors
- **Keep It Simple.** Desktop publishing provides so many tools that you can easily overdo it. You do not want your publication to be cluttered or difficult to read.

Keep the following tips in mind:

- Do not use too many fonts in one publication
- Do not use too many formatting features
- Do not overuse any particular formatting feature

Publishing with Templates

Templates are computer files that have already been created in a specific application. A template provides the format for a publication. You can create a quality publication by adding your content to an existing template. You can modify the content of a template for a particular purpose or even create your own template.

Using a template to create a publication has several benefits. Sometimes, using a template makes the most sense. Sometimes, a template does not meet your needs. You have to decide when a template is the best choice. Here are some reasons you might decide to use a template:

- **Saves time.** Templates do some of your work for you. Some publications do not need to have a unique look, in which case designing a custom publication would not make sense. Consider finding a template when time is limited.
- **Helps consistency.** Templates help you keep a consistent look for your publications. A template helps readers recognize your publications instantly. When you want to have a consistent look, consider finding, modifying, or creating a template.
- **Provides expert help.** Templates are usually created by people with special knowledge and skills. You may want to produce an especially attractive and creative publication. You can use a template created by a desktop publishing expert.



- **Teaches desktop publishing principles.** You can use templates to learn about desktop publishing. Find a template with a feature that you like. Then, look at the template to see how the expert created the feature and adapt it for your own publication or template.



Task

What to Do

Complete the following task to show what you have learned about creating a newsletter. While you work through the task, think about whether you are achieving the goal. You may want to review an example of a *newsletter* before you begin.

Task: Use a template to create a newsletter based on your article and polling data.

Goal: Make the newsletter as attractive and easy to read as possible, emphasizing the most important parts.

See the example: [Newsletter](#)

1. Open the document containing your edited article.
2. Save the document with a new filename. The new filename should indicate that the document contains the formatted version of your article.
3. Use the formatting features of your word processing application to prepare the document for publication. Remember to use your tools, mix it up, and keep it simple!
4. Start a new word processing document for your newsletter. You may also use a desktop publishing application if you have access to one.
5. Choose a template for your newsletter. You may want to check with your teacher to make sure the template is appropriate for your audience.
[Newsletter Templates](#)* from [Microsoft](#)*
6. Add the prepared text of your article to your newsletter.
7. Remember to save your newsletter often while you work.
8. Review the checklist and revise your newsletter to make sure it is complete.
9. Share your newsletter.

Help Guide

Use the Intel® Education Help Guide to learn technology skills.

Word Processing

[Use Formatting toolbar](#)
[Change look of words](#)
[Use built-in template](#)

[Search the Help Guide](#)



Task Example

A CLASS PET

Volume 1, Issue 1 Date

Asking the Tough Questions

A Quest to Discover the Best Classroom Pet.

Student Name

West Ridge Middle School

As long as I can remember, I have wanted a pet! Every year, I asked Santa to bring me some kind of pet. Maybe the reason I

67% of our class would like to have a classroom pet.

stopped believing in Santa was because he never seemed to listen to my deepest desire to have an animal in my life.

No Help at Home

My mom and dad were not listening either. I have done research on many different kinds of pets, but my mom always had a reason why each pet would not work for our family. We did not have the space in our apartment for a guinea pig. We could not afford the care and feeding of a dog. My dad was allergic to cat hair. Our neighbor had a

My Findings

- About 3/4 of the students in my class want a classroom pet.
- About 2/3 of the students are willing to take care of a classroom pet daily.
- The students in my class are closely split between wanting a pet that is soft and furry and one that is fun to watch.

goldfish that only lived for a week. Any time I mentioned a pet, there were lots of reasons and excuses, but still no pets for me.

A Chance to Learn More

This year, I decided I would try a different approach. I would see if my class could get a classroom pet. I was not sure how I would get this project started, but my teacher provided the perfect way. She asked each of us to select a topic to research and poll our classmates for their opinion. I did not need to be asked twice what I was going to research. I knew my topic would be choosing the best classroom pet.

And I learned a lot about the care and feeding of pets! Having a pet is more than just playing and having a fun with an animal. There are lots of chores and responsibilities involved in taking care of a pet. News! You need to have the right setting for your pet and you need to be involved daily. You need to groom your pet and clean its cage or tank. You need to pay for food, toys, habitats, and vet bills. I guess I had not considered these aspects before I did my research.

The Results Are In

After I researched how to choose the best pet for a classroom, I designed a poll with eight questions. I used the poll to discover how the other students in my class felt about having a classroom pet and taking care of it. I took the data I gathered and analyzed it to find out that a

A hamster or a rabbit were most popular choices among my classmates for a classroom pet.

majority of students want a class pet and are willing to take care of it and help raise money for it. However, four students have allergies so a class pet may not work for our room.

continued in next column