Desktop Publishing MS Word Assessment: Movie Theatre/Cinema
PROJECT OVERVIEW SHEET/EXAMPLES—SEE SCORING GUIDE FOR SPECIFIC CRITERIA

For this project you will use Adobe Photoshop to create a logo and MS Word to create all the documents. You may use MS Word templates but the final document must NOT look like it was created using a template.

Logo: Design a logo for your movie theatre to be used on all projects. Logo must be created using Adobe Photoshop.

Samples of real logos

Special Screening Ticket: Design a ticket for a special one-time screening of a holiday film (your choice). You decide the date and time. Set up similar to a concert or theme park ticket. Make it 5" by 2" (landscape).

Samples of real tickets

Concession Stand Flyer: Create a concessions special buy. Flyer (letter size/portrait) must contain a page border, outlined text filled with a pattern, rotated text, polygon or other shape, drop shadow, and must advertise a deal that includes popcorn, a drink, and a candy item. Your choice on specifics and price. Be creative, but professional.
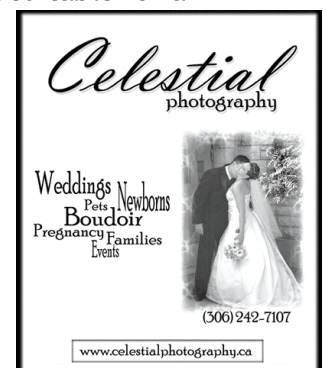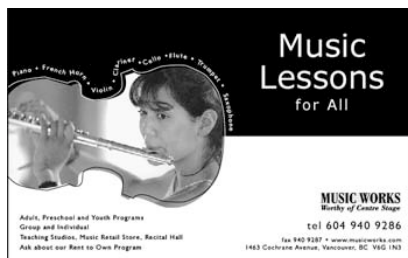
Tri-fold Brochure for Theatre Rental: Create a c-fold brochure. Set up landscape, .2" margins, 3 columns, .4" gutter. Include various packages for rentals. See scoring guide for panel requirements. Use the following websites for ideas:

√ http://www.chateautheatres.com/
√ http://www.amctheatres.com/movies/

(want a challenge? Try to create an angle fold brochure! See
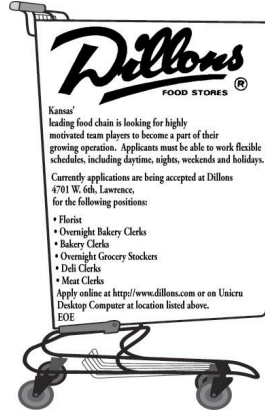http://www.graphic-design.com/DTG/DTG-Solutions/Brochure/default.html)

Advertisement for Yellow Pages (Phone Book): Create a 2 x 3 inch advertisement suitable for a telephone book. Include an overview of services and telephone number at a minimum. See scoring guide for requirements. Must be black and white.

Samples of telephone advertisements

Advertisement for Classified Ads (job opening): Create an employment advertisement suitable for the newspaper. Select from assistant manager, concessions attendant, or theatre host. Ad should be 2" x 4" (tall advertisement). Include rotated text, at least three fonts, use of shapes/lines, and another advanced text feature (bullets, kerning, outlines, etc.).

Samples of employment advertisements

Coupon (popcorn): Create a 4" x 2" coupon with a dashed border

Samples of coupons

Gift Card/Certificate (credit card sized—ID-1--3.370 × 2.125 inches)
or Movie Bucks (dollar size-- 6.14 x 2.61 inches)

Samples of gift cards/certificates

Movie Times Newsletter: Create a one page, front/back, newsletter. Have three main sections: FEATURED FILM (find a current hot film, write a short review, and include a photo from the movie); DID YOU KNOW? (find information about your favorite actor/actress, look up on IMDB, and write a summary; include a photo); and JUST FOR FUN (can include any "fun" movie stuff, but include some "movie mistakes" as well). For fun, include a word search of your favorite movies. Use the site below. You can even export the finished movie to PDF. Helpful sites:

- o http://www.armoredpenguin.com/wordsearch/
- o http://reelmistakes.com/
- o http://www.imdb.com

Logo Project: *Size is up to student, but should make it somewhat large and scale it down as needed to maintain clarity*

Required
Logo uses two of the following features: drop shadow, outlined text, graphic/shape, picture background, gradient or fill background, formatted text box, transparency, rotated text, or WordArt.
Originality
Professionalism/Quality

Special Screening Ticket

Required
Ticket uses two of the following features: drop shadow, outlined text, graphic/shape, picture background, gradient or fill background, formatted text box, transparency, rotated text, or WordArt.
Correct size: 5" wide by 2" tall
Includes required information: name of film, date/time, seat number (optional)
Graphic (photo) from movie selected
Logo included (quite small)
Professionalism/Quality (spelling/grammar included)

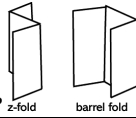*Concession Stand Flyer*

Required
Flyer uses each of the following advanced features: drop shadow, outlined text filled with a pattern, page border (set margins to .25" and put border over the margin guide), rotated text, and a shape (circle features used)
Correct size: 8 ½" wide by 11" tall (portrait)
Includes required information: name of deal, price, food items (popcorn, drink, and candy item)
Use of color/fonts that match tone
Logo included (sized appropriately)
Professionalism/Quality (spelling/grammar included)

Yellow Pages Advertisement

Required
Ad uses two of the following advanced features: drop shadow, outlined text filled with a pattern, ad border, rotated text, reverse text, drop cap, pull quote, and a shape or graphic.
Correct size: 2" wide by 3" tall
Includes required information: name of business, phone number, and overview of services
Black and white/grayscale
Logo included (sized appropriately)
Professionalism/Quality (spelling/grammar included)

OR *Classified Advertisement (Newspaper)*

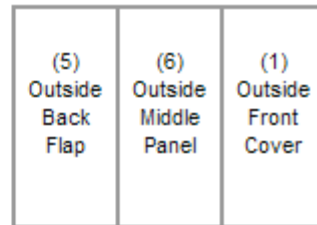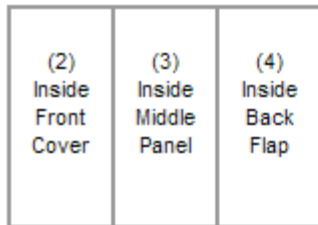| |
|---|
| Required |
| Ad uses rotated text, at least three fonts, shapes/lines, and an advanced text feature (bullets, kerning, outlines) |
| Correct size: 2" wide by 4" tall |
| Includes appropriate information AND a "movie reel" graphic |
| Logo included (sized appropriately) |
| Professionalism/Quality |

Tri-Fold Brochure z-fold   barrel fold

Required
Tri-fold brochure uses <u>three</u> of the following advanced features: drop shadow, outlined text, graphic/shape, gradient fill, transparency, drop cap, pull-quote, text on a line, or rotation
Correct size: 11" wide by 8 1/2" tall (landscape) set up as brochure (.2" margins, 3 columns, .4" gutter)
Includes required information: Panel 5—Testimonials or teasers (why should I read this!?) Panel 6—Rotated mailer with stamp placeholder Panel 1—Cover that includes logo and your name as manager Panel 2 & 3—Details about the various options for your customers (include prices) Panel 4—Form (use a table) for people to fill out if they are interested in reserving your theatre for a party/private showing, etc., (tabs with leaders used for lines can be used instead of tables)
Use of symbol/glyphs for check boxes (on form)
Use of graphics/color/fonts that match tone
Logo included (sized appropriately)
Professionalism/Quality (spelling/grammar included) --printed/folded properly

(2) Inside Front Cover	(3) Inside Middle Panel	(4) Inside Back Flap

(5) Outside Back Flap	(6) Outside Middle Panel	(1) Outside Front Cover

Helpful website for making good brochures--http://www.vtaide.com/gleanings/BrochureLayout.htm

Movie Coupon (concession stand)

Required
Ad uses <u>at least one</u> of the following advanced features: drop shadow, shape, graphic, or shape fill
Correct size: 4" wide by 2" tall
Dashed border around edges
Includes appropriate information (free popcorn), location, and expiration date
Color scheme/readability
Logo included (sized appropriately)
Professionalism/Quality (spelling/grammar included)

OR Gift Card/Movie Bucks

Required
Ad uses <u>at least one</u> of the following advanced features: drop shadow, shape, graphic, or shape fill
Correct size: Either credit card (3.370x2.125) or dollar size (6.14x2.61)
Rounded rectangle border (on credit card) or solid border (dollar)
Includes appropriate information, value, and expiration date
Color scheme/readability
Logo included (sized appropriately)
Professionalism/Quality (spelling/grammar included)

Movie Times Newsletter (2 pages—printed on one page front and back)

Required
Newsletter uses <u>multiple columns in three different sections</u>, outlined words for title, divider lines, and a shape
Correct size: 8 ½" wide by 11" tall (.25" margins)
Includes required information: month/year of publication, your name for contact information, movie prices, and brief overview of other services (detailed on the brochure)
Required content: FEATURED FILM (film review) with graphic DID YOU KNOW? (info about an actor) with graphic

JUST FOR FUN (including movie mistakes) WORD SEARCH (created at the armoredpenguin.com website/pdf)	
Printed front/back	
Logo included (sized appropriately)	
Professionalism/Quality (spelling/grammar included)	

OVERALL PROJECT GRADE

Project	Score	Comments
Logo		
Special Screening Ticket		
Concession Stand Flyer		
Yellow Pages Advertisement OR Classified News Advertisement		
Tri-fold Brochure		
Movie Coupon OR Gift Card/Movie Bucks		
Movie Times Newsletter		
PROJECT TOTAL		

NAME:_____