

Desktop Publishing Comprehensive Project: YN Movie Theatre/Cinema

(Substitute your initials for YN—your name, get it?)

PROJECT OVERVIEW SHEET/EXAMPLES—SEE SCORING GUIDE FOR SPECIFIC CRITERIA

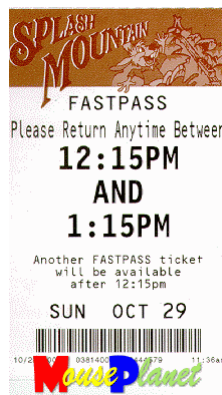
Logo: Design a logo for your movie theatre to be used on all projects.

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/>

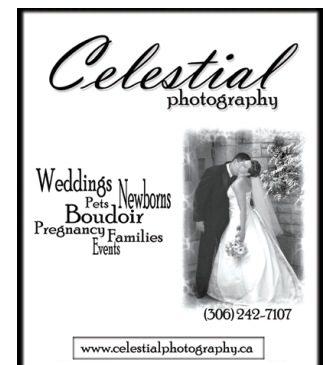
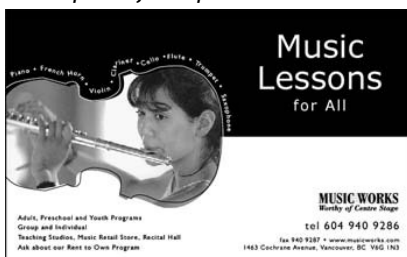
✓ <http://www.amctheatres.com/meetingandevents/index.html>

(want a challenge? Try to create an angle fold brochure! See

<http://www.graphic-design.com/DTG/DTG-Solutions/Brochure/default.html>)

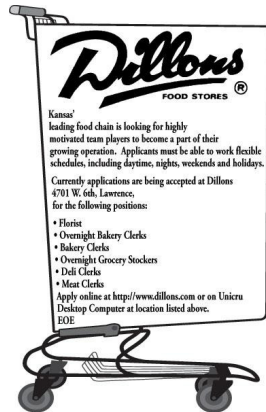
Advertisement for Yellow Pages (Phone Book): Create a 2 x 3 inch advertisement suitable for a telephone book. Include an overview of services and telephone number at a minimum. See scoring guide for requirements. Must be black and white.

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:

- <http://www.armoredpenguin.com/wordsearch/>
- <http://reelmistakes.com/>
- <http://www.imdb.com>

YN Movie Theatre Project SCORING GUIDE/REQUIREMENTS

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

Required	Points Possible	Deduction
Logo uses two of the following advanced features: drop shadow, outlined text, vector drawn graphic/shape, gradient, transparency, letter kerning, scale, or rotation (circle features used)	10	
Originality	5	
Professionalism/Quality	10	
<i>Total Points Possible</i>	25	

Special Screening Ticket

Required	Points Possible	Deduction
Ticket uses two of the following advanced features: drop shadow, outlined text, vector drawn graphic/shape, gradient, transparency, letter kerning, scale, text on a line, or rotation (circle features used)	10	
Correct size: 5" wide by 2" tall	5	
Includes required information: name of film, date/time, seat number (optional)	5	
Graphic (photo) from movie selected	5	
Logo included (quite small)	5	
Professionalism/Quality (spelling/grammar included)	10	
<i>Total Points Possible</i>	40	

Concession Stand Flyer

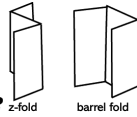
Required	Points Possible	Deduction
Flyer uses <u>each</u> of the following advanced features: drop shadow, outlined text filled with a pattern, page border (set margins to .25" and put border over the margin guide), rotated text, and a shape (circle features used)	15	
Correct size: 8 ½" wide by 11" tall (portrait)	5	
Includes required information: name of deal, price, food items (popcorn, drink, and candy item)	5	
Use of color/fonts that match tone	5	
Logo included (sized appropriately)	5	
Professionalism/Quality (spelling/grammar included)	10	
<i>Total Points Possible</i>	45	

Yellow Pages Advertisement

Required	Points Possible	Deduction
Ad uses <u>two</u> of the following advanced features: drop shadow, outlined text filled with a pattern, ad border, rotated text, reverse text, kerning, feathering, and a shape (circle features used)	10	
Correct size: 2" wide by 3" tall	5	
Includes required information: name of business, phone number, and overview of services	5	
Black and white/grayscale	5	
Logo included (sized appropriately)	5	
Professionalism/Quality (spelling/grammar included)	10	
<i>Total Points Possible</i>	40	

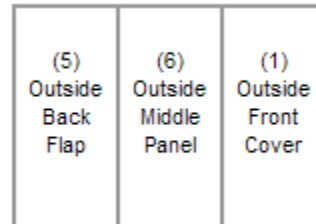
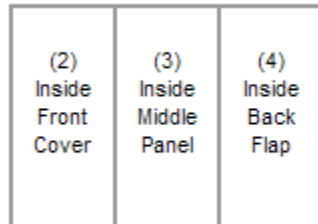
OR Classified Advertisement (Newspaper)

Required	Points Possible	Deduction
Ad uses rotated text, at least three fonts, shapes/lines, and an advanced text feature (bullets, kerning, outlines)	10	
Correct size: 2" wide by 4" tall	5	
Includes appropriate information AND a "movie reel" graphic	10	
Logo included (sized appropriately)	5	
Professionalism/Quality	10	
<i>Total Points Possible</i>	40	



Tri-Fold Brochure

Required	Points Possible	Deduction
Ticket uses <u>three</u> of the following advanced features: drop shadow, outlined text, vector drawn graphic/shape, gradient, transparency, letter kerning, scale, text on a line, or rotation (circle features used)	15	
Correct size: 11" wide by 8 1/2" tall (landscape) set up as brochure (.2" margins, 3 columns, .4" gutter)	5	
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)	25	
Use of symbol/glyphs for check boxes (on form)	5	
Use of graphics/color/fonts that match tone	10	
Logo included (sized appropriately)	5	
Professionalism/Quality (spelling/grammar included) --printed/folded properly	15	
Total Points Possible	80	



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

Movie Coupon (concession stand)

Required	Points Possible	Deduction
Ad uses <u>at least one</u> of the following advanced features: drop shadow, shape, feathering, or transparency	5	
Correct size: 4" wide by 2" tall	5	
Dashed border around edges	5	
Includes appropriate information (free popcorn), location, and expiration date	5	
Color scheme/readability	5	
Logo included (sized appropriately)	5	
Professionalism/Quality (spelling/grammar included)	10	
Total Points Possible	40	

OR Gift Card/Movie Bucks

Required	Points Possible	Deduction
Ad uses <u>at least one</u> of the following advanced features: drop shadow, shape, feathering, or transparency	5	
Correct size: Either credit card (3.370x2.125) or dollar size (6.14x2.61)	5	
Rounded rectangle border (on credit card) or solid border (dollar)	5	
Includes appropriate information, value, and expiration date	5	
Color scheme/readability	5	
Logo included (sized appropriately)	5	
Professionalism/Quality (spelling/grammar included)	10	
Total Points Possible	40	

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

Required	Points Possible	Deduction
Newsletter uses <u>multiple columns in three different sections</u> , outlined words for title, divider lines, and a shape	10	
Correct size: 8 ½” wide by 11” tall (.25” margins)	5	
Includes required information: month/year of publication, your name for contact information, movie prices, and brief overview of other services (detailed on the brochure)	10	
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)	20	
Printed front/back	5	
Logo included (sized appropriately)	5	
Professionalism/Quality (spelling/grammar included)	20	
	<i>Total Points Possible</i>	75

OVERALL PROJECT GRADE

NOTE: Bonus points possible for completing optional projects. If time permits, continue to work on other projects to include in your portfolio.

<i>Project</i>	<i>Points Earned</i>	<i>Comments</i>
Logo	/25	
Special Screening Ticket	/40	
Concession Stand Flyer	/45	
Yellow Pages Advertisement OR Classified News Advertisement	/40	
Tri-fold Brochure	/80	
Movie Coupon OR Gift Card/Movie Bucks	/40	
Movie Times Newsletter	/75	
Grade Sheet Included (with name on it!)	/5	
<u>DEDUCTION</u> : Late work -10 per day		
+BONUS WORK		
PROJECT TOTAL	/350	

NAME: _____