This learning module for a 12th-grade course in communications technology is designed to help teachers lead students through typesetting and laying out a brochure using Pagemaker and other computer programs on a Macintosh computer. The module contains eight competencies, a description of its content, suggested instructor methodology, worksheets for brochure production, a list of resources, pre/post tests, evaluation checklists for students and instructor, and sample brochures. (KC)
High-Technology Training Module

Module Title: BROCHURE PRODUCT (DESKTOP PUBLISHING)

Unit: DESKTOP PUBLISHING

Course: CAPSTONE GRAPHIC COMMUNICATIONS

Grade Level (s): 12TH GRADE

Developed by: KEN ONDRUS

Date: OCTOBER 15, 1989

School: LAKELAND UNION HIGH SCHOOL

8669 OLD HIGHWAY 70W, MINOCQUA, WI 54548

Developed as a part of the High-Technology Training Model for Rural Based Business and Industry, Technical Colleges and Local and State Educational Agencies under Grant No. V199A90151.
Desktop Publishing Module

ACTIVITY:
You will design and print a (3) panel (2) fold brochure, utilizing both electronic publishing (Pagemaker) and computer generated graphics.

LEVEL:
High School Vocational Graphic Arts Level 4

COMPETENCIES:
1. Development and design
2. Problem solving
3. Production of Roughs / Comps / and a finished design
4. Equipment selection and utilization
5. Production of (computer assisted) camera ready layout
6. Dark room expertise and knowledge
7. Printing Mastery utilizing offset principle
8. Trimming and folding knowledge

CONTENT:
You will be using the textbook Photo Offset and research the units on formal and informal layouts concerning brochures. The placement of elements - the Type families and styles pertinent to design - Art work, either computer generated or clip art scanned.
You will research the proper sequence of assembly of elements including word processing, halftone photos and rules, borders and boxes.
Your research includes the proper use of software application via computer assistance vs phototypesetting.

METHODOLOGY:
Examples of a formal single color, three panel, printed both sides brochure will be provided for examination.

A work sheet listing procedures will be handed out to each student.

A demonstration using Microsoft word and aldos pagemaker, along with support applications, ( Templates, Draw, Paint, Impact, Smart Art ) and the laser scanner will be given by the instructor.

Student practice with applications using text flow, text wrap, and element placement as prescribed by Aldus Classroom series.

Demonstrate to other students any new application.
Microsoft word & Mac Draw software applications will be used to augment the process. Demonstrations will be given by the instructor.

Student practice with applications using text flow, text wrap, placement of art etc, as prescribed by pagemaker usage booklet.

Demonstrate to other students any new application.

WORK SHEET:

(3) Students for group

1. Receive customer order, clarify problems/concern
2. Brainstorm solutions and have customer approve these.
3. Set up Mac SE using formal guidelines found in text or to customers order. (brochure layout).
4. Using Microsoft word set text for brochure, include chosen typestyles / headings / formt required.
5. Using scanner include photo into proper location.
6. Place borders as specified on assignment sheet.
7. Include rules and boxes as prescribed.
8. Flow text into designated locations.
10. Print proof copy for instructor and customer.
11. Acquire customer approval for printing.
12. Print required number of brochures using previous learned offset process.

RESOURCES:

Refer to:

Pagemaker (tutorial Help)
Microsoft word (tutorial Help)
Review Aldus Educational application book on auto flow / text wrap

EVALUATION:
Based on group evaluation, instructor evaluation and customer satisfaction.

Implementation November 1989.
Instructor Module Evaluation Criteria

Student Name: ________________________  Date: ________

When completed your project will be evaluated utilizing a grading scale from 1 - 3

1 = poor
2 = good
3 = Excellent

☐ The student understood the desktop publishing objectives as stated in the Module.

☐ The student contracted with a customer and carried out the job order to the module specifications.

☐ The student used the proper design and layout technique to produce the project

☐ The student demonstrated proper technique in computer assisted programming process

☐ The registration is within a 1/64 inch tolerance

☐ The placement of elements are according to proper specifications

☐ The student demonstrated proper use of the darkroom and film processing

☐ The student demonstrated proper stripping technique and registration.
Proper platemaking technique was used

The student followed all pre-press procedures and technique

The student demonstrated proper press operations when running the job

The proper use of the trimming cutter and folding machine was demonstrated both to the instructor as well as visible in the finished product

The student dealt with the customer relations by showing a proof and personally delivering order to the customer window
STUDENT Module Evaluation

When completed evaluate your project utilizing a grading scale from 1 - 3

1 = poor
2 = good
3 = Excellent

☐ I understood the desktop publishing objectives as stated in the Module.

☐ I contracted with a customer or instructor and carried out the job order to the module specifications.

☐ I used the proper design and layout technique to produce the project.

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I demonstrated proper platemaking technique

I followed all pre-press procedures and technique

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I dealt with the customer relations by showing a proof and personally delivering order to the customer window
DESKTOP PUBLISHING
PRE/POST TEST

SCHOOL ________________________ DATE __________

CLASS _________________________

DIRECTIONS:
READ EACH QUESTION BELOW AND PLACE EITHER AN (A) (B) (C) IN THE BRACKET BY EACH NUMBER QUESTION.

A = Complete Knowledge  B = Some Knowledge  C = No Knowledge

( ) 1. I am knowledgable on Desktop Publishing principles and processes enough to produce a 2 fold 3 panel brochure to a customer satisfaction?

( ) 2. I understand the terms Roughs/ Comps/ and Finished designs?

( ) 3. I can operate (without assistance) the Macintosh SE computer?

( ) 4. I can identify and utilize with ease the aldus pagemaker program?

( ) 5. I have a working knowledge of the darkroom processes. (halftone & line negs)?

( ) 6. I have a working knowledge in stripping up and registration processes?

( ) 7. I understand and have a working knowledge in the platemaking and developing processes, in regards to additive and subtractive plates?

( ) 8. I have a working knowledge concerning pre-press and actual press operations?

( ) 9. I have a working knowledge in the finishing processes such as trimming, folding, collating, stitching and binding processes and procedures?

( ) 10. I have a basic knowledge of working with customers and the public?

( CONTINUED )
My knowledge concerning the following (11 through 17) is

11. Formal/Informal layouts
12. Type and type styles and families
13. Art and design (clip art) included
14. Rules - Borders - Boxes - Circles etc.
15. Halftones and Halftone Photography
16. Diffusion Transfers
17. The chemistry used in developing of Process Photography?

18. I have a basic knowledge and understanding of the phototypesetting equipment and copyfitting processes?
19. I have a working knowledge of the software program Mac Draw?
20. I have a working knowledge of the software program Micro Soft Word?
21. I have a working knowledge of the software programs of Images with Impact, Click Art, Smart Art 1-2-3 and other import programs supportive of Aldus pagemaker?
22. I have a working knowledge concerning the Formal/Informal techniques of the placement of elements within a project or job.
23. I have a working knowledge of the layout processes for borders, column size, headline size, etc?
23. I have a working knowledge of the processes of imposition?
Desk Top Publishing
Brochure Worksheet

(3) Students to a group

1. Receive the customer order for a brochure layout, to be proofed and produced. Clarify all concerns and questions or problems you can think of before accepting the project.

2. Brainstorm solutions and have customer (Instructor) approve these.

3. Set up the Mac SE using formal guidelines found in the Classroom series of pagemaker (brochures).

4. Open up the Microsoft word processing file and set the computer to guidelines and margins required.

5. Select all type styles from your rough layout so you can utilize them during your work processing.

6. Word process all information available including headlines, titles, captions.

7. Save all word processing in your personal file.

8. Open up the pagemaker file and select the brochure template.

9. Set all margins and parameters required to place text and or elements.

10. Now from the menu select auto flow and text wrap to be placed into the template.

11. After this is accomplished, you can then review your layout on the screen and edit or make additions and deletions. At this time you can add borders, rules and lines as well as placing the clip art into their respective locations. Your halftone can now be scanned and placed.

12. You should now save your job to your program name and also print one copy on the laser writer for a proof.

13. Check with instructor for approval.
Producing the brochure

(Printing)

1. You can paste into your layout any halftone diffusion transfers that must be included.

2. Now make a good negative using all previous learned methods and process.

3. Develop to the scale that is set to the density of the camera.

4. Now strip up the negative into the goldenrod sheet making sure of principles concerning registration.

5. You can now make a subtractive plate, remember to use both sides of the plate.

6. Now set the multi 1250 for 8 1/2 x 11 and select your stock

7. Make sure you check your press chemistry for pH and contamination of fountain or ink tray

8. Run a few copies and check registration of the joggers and locations of folds.

9. Run the specific number of copies to fill the order plus extra for the finishing processes.

10. After allowing to dry, trim to the specifications and set up the folder to finish the project.

11. Quality control and cull out all unsuitable brochures prior to packaging.

12. Turn in copies to instructor for grading.
Instructor Module Evaluation Criteria

When completed your project will be evaluated utilizing a grading scale from 1 - 3

1 = poor
2 = good
3 = Excellent

☐ The student understood the desktop publishing objectives as stated in the Module.

☐ The student contracted with a customer and carried out the job order to the module specifications.

☐ The student used the proper design and layout technique to produce the project.

☐ The student demonstrated proper technique in computer assisted programming process.

☐ The registration is within a 1/64 inch tolerance.

☐ The placement of elements are according to proper specifications.

☐ The student demonstrated proper use of the darkroom and film processing.

☐ The student demonstrated proper stripping technique and registration.

Grade____

Student Name: ______________________

Date: ________
Proper platemaking technique was used

The student followed all pre-press procedures and technique

The student demonstrated proper press operations when running the job

The proper use of the trimming cutter and folding machine was demonstrated both to the instructor as well as visible in the finished product

The student dealt with the customer relations by showing a proof and personally delivering order to the customer window
STUDENT Module Evaluation

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ARBOR VITAE-WOODRUFF
BOARD OF EDUCATION

President           Wayne Trapp
Vice President      Judi Nelson
Treasurer           Bev Sherer
Clerk               Lynn Gillich
Member              Elmer Eichsteadt

Committees
Personnel           Judi Nelson
                           Elmer Eichsteadt
Finance             Bev Sherer
                           Judi Nelson
Negotiations        Elmer Eichsteadt
                           Bev Sherer
Liaison             Lynn Gillich
                           Bev Sherer
Activities          Lynn Gillich
                           Bev Sherer
Policy              Wayne Trapp
                           Lynn Gillich
Building/Safety/CESA Wayne Trapp

ADMINISTRATION

Dr. William J. Pollard
District Administrator

Nancy K. Penzkover
Principal

EDUCATIONAL PHILOSOPHY

We believe:
1. That children are different and develop physically, mentally, and emotionally according to a pattern unique unto themselves.
2. That children grow at a continuous rate.
3. That children grow better under a pleasant atmosphere in which success is stressed rather than fear of failure.
4. That children face common developmental tasks when he/she reaches the appropriate maturity level.

We shall:
1. Accept children for what they are - help their growth from within - not without.
2. Help children develop a love and appreciation for the American way of life.

We desire:
1. To determine each child's abilities and interests.
2. To develop each child to his/her fullest potential within the limits of his/her abilities, interests, and inner drive.

BUILDING GOALS
1990-1991

1. To review the Assertive Discipline Program at Arbor Vitae-Woodruff School and modify programming needs, as necessary, using input from parents and staff.
2. To review the student recognition programs at Arbor Vitae-Woodruff School and evaluate the progress of the School Store Project.
3. To establish a committee of AV-W staff and community members to study and recommend ways to improve school-community relations to the building principal.

SCHOOL PROGRAM

Arbor Vitae-Woodruff School is a K-8 school with current enrollment of 400 students. Our curriculum has been developed with input from parents, staff, board, and student efforts. AV-W School is a member of the Lakeland Area Curriculum Project which reviews and revises curriculum area on a yearly schedule. Curriculum offerings are comprised of basic skills and various activities including band, choir, technical education, art, computer education, home living skills, and health education. Co-curricular activities include forensics, track football basketball, wrestling gymnastics, and volleyball.

SPECIAL PROGRAMMING

Arbor Vitae-Woodruff School has taken pride in the efforts shown by staff, parents, and AV-W Board Members to assist all children in the district to reach their full potential. Efforts to accommodate students with special needs has been a priority. Programming in the area of special education, high achievement, Chapter I Reading, and Student-at-Risk are available at AV-W School. The AV-W Board of Education has approved and supported the implementation of an Early Childhood Program at AV-W. The Lakeland Area Schools Early Childhood Program was located at AV-W in the fall of the 1989-90 school year.

Sample Brochure
BOSACKI'S BOAT HOUSE
Downtown Minocqua at the bridge
(715) 356-5292
Summer hours: 11 am - Midnight Daily
Winter hours: 11 am - Midnight Daily
Entertainment: All year round Don Penfield at the piano bar.
Soda Fountain: Summer only (Also featuring homemade candy)
Mastercard and Visa

CROSS TRAILS MOTEL & FAMILY RESTAURANT
Hwy 51 North between Minocqua and Woodruff
(715) 356-5202
Summer hours: 6 am - 8:30 pm Daily
Winter Hours: 6 am - 7 pm Daily
Children's menu and heart healthy dining.
Maximum seating: 60

FENCE LAKE LODGE RESORT - THE FRYING PAN
12919 Frying Pan Camp Rd., Lac du Flambeau
7 miles west of Woodruff on Hwy 47
(715) 588-3255
Summer hours: 4 - 10 pm Daily
Winter hours: 4 - 9 pm Thursday thru Saturday
Featuring prime rib, fresh seafood, bar-b-q ribs, steaks, ethnic foods, and daily specials. Sunday dinner served beginning at 4 pm.
Full bar.
Children's menu and heart healthy dining.
Maximum seating: 75
Mastercard, Visa and American Express

FOUR SEASONS SUPPER CLUB
AV 10038 Big Arbor Vitae Dr., Arbor Vitae
(715) 356-5095
Casual dining, family eating. Fantastic view of Big Arbor Vitae Lake.
Summer hours: 4 pm - Closing Daily
Winter hours: 11 am - Closing Daily
Full menu. Famous for ribs and broasted chicken, popular Friday fish fry, Saturday prime rib. Sunday dinner served beginning at 5 pm.
Full bar.
Children's menu.
Maximum seating for parties: 75

HARDEE'S FAMILY RESTAURANT
Highways 51 and 70 West, Minocqua
(715) 356-9009
Summer hours: 6 am - 11 pm Sunday - Thursday, midnight Friday & Saturday
Winter hours: 6 am - 10 pm Sunday - Thursday, 11 pm Friday & Saturday
Featuring sandwiches, fries, drinks, shakes, salads, desserts and a full breakfast menu.
Children's menu and heart healthy dining.
Maximum seating: 75

MA BAILEY'S SUPPER CLUB
8591 Woodruff Rd., Woodruff
(715) 356-6133
Summer hours: Open at 5 pm Daily
Winter hours: Open at 5 pm Daily
Specializing in Italian cuisine. Also American menu. Specialties include Sicilian tenderloin steak, homemade pizza, veal parmesan, shrimp scampi, fettucine alfredo and more. Sunday dinner served beginning at 5 pm. Full bar.
Children's menu and heart healthy dining.
Maximum seating for parties: 90
Mastercard and Visa

PAUL BUNYAN COOK SHANTY
Hwy 51 North between Minocqua and Woodruff
(715) 356-6270
Open 7 days a week all summer, 5 days a week May and September.
Closed in winter.
Lumberjack style breakfast, luncheon and dinner; all you can eat. Also specialties and famous Friday fish fry. Lumberjack breakfast-brunch served 7 am-Noon, 7 days a week. Sunday dinner served beginning at Noon. Great dining fun for all ages.
Full bar.
Children's menu and heart healthy dining.
Maximum seating for parties: 150

PINEWOOD COUNTRY CLUB
13 miles South of Minocqua on Lakewood Rd.
(715) 282-5500
Summer hours: 11:30 am - 9:00 pm Daily
Entertainment: Year round, daily piano dinner music/vocalist/sing along.
Full supper club menu. Featuring duck, BBQ ribs (charcoaled outside, summer only), steaks, fish, chicken stir fry, fried chicken, lighter fare, daily specials, catch-of-the-day selections. Brunch served Sundays, 10 am - 2 pm, Christmas - February. Several selections or menu suitable for children. Full bar.
Heart healthy dining.
Maximum seating for parties: 65-90
Mastercard and Visa

MAMA'S SUPPER CLUB
3 miles west of Hwy 51 on Hwy 70, Minocqua
(715) 356-5070
Serving the Lakeland Area for 35 years.
Summer hours: Open at 5 pm Daily
Winter hours: Open at 5 pm Daily
Specializing in Italian cuisine. Also American menu. Specialties include Sicilian tenderloin steak, homemade pizza, veal parmesan, shrimp scampi, fettucine alfredo and more. Sunday dinner served beginning at 5 pm. Full bar.
Children's menu and heart healthy dining.
Maximum seating for parties: 90
Mastercard and Visa.
KENNETH JOHN OMDUR
9423 Country Club Road
P.O. Box 527 Minocqua, Wisconsin
54548
715-356-4757

QUALIFICATIONS

INSTRUCTOR: Taught High School and College Technology Education Curriculum & Vocational Career Guidance. Facilitated personal growth groups, wrote and implemented curriculum, goals, and objectives.

SUPERVISOR - MGMT: Hire, train and supervise technicians, secretaries, and workers for educational employment. Responsible for decision making and problem solving and utilizing oral and written communication skills. Evaluation of personnel, both certified and supportive staff.

ADMINISTRATOR: Forecast budgetary needs, maintain cost effectiveness through accountability, plan for new changes. Development of policy, evaluation, and policy enforcement. Recommend hiring and termination of personnel, interviewing processes.

WORK EXPERIENCE

1978- Inplant Communications Supervisor, Lakeland Union High School, Minocqua, Wisconsin

1976-1978 Instructor, Northern Michigan University, Marquette, Michigan. Graphic Arts Curriculum


EDUCATION

1968-1970 Student; Pasadena City College Pasadena, CA.


1975-1977 Northern Michigan University Marquette, WI. M.S. Technology Education.

ORGANIZATIONS

SECRETARY Vietnam Veterans of America Chapter 256 Minocqua, WI
American Legion Chapter 89
Minocqua, WI
American Vocational Association

Military Order Of The Purple Heart (MOPH)
Disabled American Veterans (DAV)
SECRETARY Nicolet Area Vocational Association Div. Wisconsin Voc Assoc.

REFERENCES

Mr. Chuck Busting, Administrator, Lakeland Union High School
8669 old Hwy 70 W Minocqua, WI
54548
715-356-5252

Mr. Jim Braun, Minocqua Fire Chief, Zoning Administrator town of
Minocqua 715-356-7316
COUNSELING SERVICES

Arbor Vitae-Woodruff School works with parents, families, and school personnel to coordinate a counseling program to meet the needs of the school population. Mr. Randy Wendt and Mrs. Joanne FitzPatrick coordinate the counseling services at AV-W School. AV-W School operates a multifaceted program to assist students to deal with current pressures from society and peers. Positive self-concept and problem solving strategies are incorporated into the counseling services at AV-W School. Individual and group sessions are available to help students with peer relationships, health concerns, alcohol and drug abuse in the family, suicide prevention programs, and death and dying. Counseling services are available and may be requested by parents or guardians.

SUPPORT STAFF

COLETTIE GREGORY
Secretary

PATTY BESLER
District Secretary

CATHY Knapstein
Bookkeeper

MICHAEL CIRESE
Head of Maintenance

JANE ACHESON
Food Service Manager

PARENT TEACHER CLUB

The Arbor Vitae-Woodruff Parent Teacher Club is an active part of AV-W School. Parents, teachers, and community members work together to coordinate efforts on behalf of the children at AV-W School. Members of the P.T.C. plan and organize fundraising events and activities to support educational programs, coordinate parent volunteers in the classroom and school setting, assist with Early Childhood and Kindergarten Screening, and support and participate in school-sponsored activities. Regular monthly meetings are held and new members are always welcome to attend.

ARBOR VITAE-WOODRUFF SCHOOL

601 Second Avenue
P.O. Box 670
Woodruff, WI 54568-0670
(715)356-3282

Building for the 1990's and beyond . . . .
We believe:
1. That children are different and develop physically, mentally, and emotionally according to a pattern unique unto themselves.
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