

Name: _____

Desktop Publishing Project

Wacky Water Slidz

For this project, assume you are the office manager for a new business in your town—Wacky Water Slidz, a water park that has something for everyone. Before you begin, create a logo to represent your business, choose a water park address/phone number, decide on a list of attractions (with creative names), and decide on passes (Youth, Senior Citizen, Adult, Family Season Pass, etc.). Have fun with this project! You will complete four required items.



Sites that might help you get ideas flowing—

- <http://www.ragingwaters.com/>
- http://www.wildernessresort.com/files/pdfs/WildernessBrochure_3-2009.pdf

Water Park Address: _____

Water Park Phone Number: _____ Web Site: _____

Type up list of attractions (at least 12—and be sure to have something for everyone! Come up with fun names!)
 --Print and staple to the scoring guide

Required Item #1:

Logo; size--3" x 3"; must include clipart or line art with a summer theme integrated with the words. Use a "fun" or "funky" font and arched words/text on a line. Your initials should be in a really small sans serif font (like copyright/trademark symbol sized) and included on the logo. The logo must appear on all documents.

This site has a number of tutorials that may be modified to assist you:

<http://www.w3mag.com/2010/05/19/photoshop-logo-tutorials/>

Requirement	Present?	Points
Summer clipart/line art	Yes No	1 2 3 4 5
Quality of images (no watermarks, not blurry, colors match)		1 2 3 4 5
"Fun" or "Funky" font List the font: _____	Yes No	1 2 3 4 5
Initials small, sans-serif included on logo	Yes No	1 2 3 4 5
Total for Logo		_____/20

Required Item #2:

Grand Opening Flyer; must include the logo, an attention getting display font for the headline, neat use of shapes/layering and transparency, and rotated "tear offs" at the bottom/side with the grand opening date, phone number, address, etc. May be either portrait or landscape orientation.

Requirement	Present?	Points
Uses shapes with layering (stacked)	Yes No	1 2 3 4 5
Use of transparency List where: _____	Yes No	1 2 3 4 5
Attention getting display font List the font: _____	Yes No	1 2 3 4 5
Tear offs (with dashed lines) at bottom of page, readable	Yes No	1 2 3 4 5
Tear offs include pertinent info (date, phone, address, etc.)	Yes No	1 2 3 4 5
Logo, appropriately sized and readable	Yes No	1 2 3 4 5
Total for Flyer		_____/25

Required Item #3:

Park Guide; a four-page guide for visitors. Have an attractive cover that uses your logo, an image, and use of shapes, center spread that shows pictures of attractions, dining establishments, etc. (can include a “map”), and a back cover that lists prices/season pass, special discounts, logo, address, phone, etc. This should be colorful and visual. An example setup is here—(this is not a park guide, but merely something to get you thinking about layout)

http://www.whitewaterwest.com/Library/Documents/Corporate_Brochure_2010_pdf.pdf

Requirement	Present?	Points
Contains four pages	Yes No	2 4 6 8 10 12
Logo on cover	Yes No	1 2 3 4 5
Image on cover	Yes No	1 2 3 4 5
Use of shapes on cover	Yes No	1 2 3 4 5
Center spread—heavy on photographs	Yes No	2 4 6 8 10 12
Back cover—pricing included with discounts	Yes No	1 2 3 4 5
Logo on back cover	Yes No	1 2 3 4 5
Contact information on back cover	Yes No	1 2 3 4 5
Spelling/grammar		2 4 6 8 10
Overall quality—visual, colorful, high quality photos without watermarks		2 4 6 8 10
Total for Park Guide		____/74

Required Item #4:



Ticket; theme park entry ticket. See example Disney World tickets here--

<http://allears.net/tix/tixpix90.htm>

Ticket must include rotation (text, shape, or image), logo, date box (for stamping), and utilize text with a stroke.

Requirement	Present?	Points
Sized 4” tall by 2” wide	Yes No	1 2 3 4 5
Rotation List where: _____	Yes No	1 2 3 4 5
Use of transparency List where: _____	Yes No	1 2 3 4 5
Text with stroke	Yes No	1 2 3 4 5
Date box	Yes No	1 2 3 4 5
Logo, appropriately sized and readable	Yes No	1 2 3 4 5
Total for Flyer		____/30