

Newsletters in Education

(using ClarisWorks, PageMaker—any page layout software)

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Student Objectives

- Students will learn how to create and print a desktop publishing document:
 - Newsletter • Brochure • Calendar • Notecards • Advertisement.
- Students will be introduced to concepts of layout, moving elements to from paste board and understanding page view and screen navigation.
- Students will know the elements and features of a newsletter:
 - Nameplates • Mastheads • Headers/Footers • Heads/Subheads • Lead-ins • Pull Quotes • Lead Story • Table of Contents • Calendars • Announcements • School or class events • Advertisements • Forms
- Students will be introduced to principles of good layout design and how it effects communication. (Robin Williams books: *Mac is Not a Typewriter* or *The Non-Designers Design Book*, *The Non-Designers Type Book*)
- Students will learn how to organize and write news stories.
- Students will integrate research writing skills (i.e. about art and artists) with design and graphics.

Guidelines for Use with Students

- Determine newsletter audience, purpose and goal. (promotion, educational, etc.)
- Create publications around themes: “Egyptian Times”, “My Class”, “Artist Life and Times”, “Art in My Neighborhood”, “Art Shows”, etc.
- Make rules clear about what is considered “good taste.” Insist that they always consider the feelings of others.
- Insist that they edit for design, layout, spelling, and grammar.
- Explain about problems with copying from books and other sources whether typing and scanning others art. (copyright laws)
- Encourage students to make their own illustrations and graphics.
- Discourage use of multiple fonts in one story or page. Use decorative or sans serif fonts in headlines; serif—Times or Palatino—for body text.
- Discuss use of graphics and how they supplement the story, but should not conflict.
- Create templates of layout and determine overall “style” (formal or informal) and keep consistent.