Desktop Publishing
Assignment 12 Entertainment Company Brochure

RED HOT MAMA
PRODUCTIONS

Go to the Red Hot Mama Productions website on the Internet at www.redhotmama.com/. This company does event planning for parties. You will create a brochure that **advertises the company** and **summarizes several of their theme parties**.

Take notes on the following areas for your brochure. *Do not cut and paste information!* Read each section and take down important details. **Summarize the information in your own words into exciting paragraphs**. Each of the following sections will take one panel of a six-panel brochure (trifold brochure). You can find a description of each by clicking on "themes".

- Pirates of the Caribbean Party
- Old Time Western
- Mardi Gras
- Old Fashioned Carnival

Cover Panel—should contain the name and address of the company. The phone and fax number and web site address will be used on the back panel. Include the company logo.

Back Panel (center back)—should contain a brief description of the company, such as "specializing in corporate events for Silicon Valley since 1988." Also list the two major services (event planning and entertainment booking). Include the contact information again; include the address, phone and fax numbers, and the web site address. Include your name and job title of Event Manager. Include the company logo appropriately sized.

Outside Back left panel/flap (folded in when done)—this panel will describe one of the theme parties.

Three inside panels—Each inside panel will describe one of the theme parties. Remember you are to summarize the information as <u>concisely</u> as you can. Use bulleted lists if necessary. Divide the information into appropriate paragraphs. Include appropriate graphic(s) to depict each theme.

Use your own judgment about format, but remember that the company is both fun <u>and</u> professional and the brochure should reflect this. Use **consistency** throughout the publication (**one font for headings and one for body text; body text size 12 or smaller**), and incorporate the use of **at least four graphics**. Utilize design principles such as contrast, repetition, alignment, proximity, balance, proportion and directional flow.

Print this on the color printer. After one side is printed, you will need to insert the paper again and then print on the other side. See your instructor for instructions on how to do this properly for the printer.

MS Publisher directions for setting up a six panel brochure:

1. Open a blank page, 8½", landscape orientation
2. From the Arrange Menu, select Layout Guides
    A. Change all margins (top, bottom, left, and right) to 0"
    B. Grid Guide: Set 3 columns, 1 row; click OK
3. Add a second page so that you will have six panels.
    A. Go to the Insert menu, select Page,
    B. Choose Number of New Pages = 1, Select "After the current page"; click OK

| Inside Page 1 | Inside Page 2 | Inside Page 3 |

| Inside Front Panel | Back | Front |

| OUTSIDE BACK FLAP | BACK PANEL | COVER |