**Desktop Publishing**

**Pet Newsletter**

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**Directions:** Assume you work for the local animal shelter. Your job is to design and produce the winter issue of their four-page quarterly newsletter that is mailed to supporters in the community and available at local merchants throughout the community.

You will design and print each of the four 8.5” x 11” pages on plain paper. You may use one of the newsletter templates available in MS Publisher or online or create an original design theme of your own. Follow specific instructions given below for each page. When selecting or design the theme, keep your target audience (who will be reading the newspaper) in mind and choose an appropriate theme/design. Keep in mind that your audience is primarily adults, so don’t use a theme that looks “childish” or “elementary.”

In addition to the information and instructions for each page, somewhere else in your publication, you **must include**, but are not limited to, **the following elements:**

* Four or more appropriate graphics
  + Consider an image for each of the Adopt a Pet animals
  + Consider using an image in the advertisements
  + What will be an eye-catching, appropriate way to display the images?
* Lines with patterns and/or weights
  + Consider using borders of different types for the advertisements
  + Consider using a line that repeats throughout the newsletter
* Reverse text
* Two or more typefaces and font sizes (keep your font choices limited to no more than three)
  + Remember that titles usually use a sans serif font; body text (paragraphs) usually use a serif font

**What other elements can you consider?** Drop caps, shadows, mirror images, filled shapes, etc. Look at newsletters as examples and incorporate design elements that you feel are appealing and add to the overall design.

Your publication will be graded on usability. The creativity, originality, and appeal of your layout and effective use of graphics will be evaluated. You will also be evaluated on your used of technical features including appropriate font selection, effective text treatment (e.g., indents, bullets, paragraphs, text alignment, text wrapping, etc.), and effective application of special effects (e.g., drop caps, shadows, reverse type, mirror images), if used.

**Consider using a pull-quote and/or a callout within your newsletter.**

**Finally**. . . proofread your newsletter carefully. Look at it critically for good use of design principles such as contrast, repetition, alignment, proximity, balance, proportion, etc.

Save your newsletter as **PET Newsletter** in your Desktop Publishing folder.

**Page 1 Information:** Page one will include the nameplate, table of contents and a featured article.

Title of the newsletter: **Happy Tails**

**Healthier Pets Live Longer**

Additional information for the nameplate: A publication of the Union County Animal Protection Society

Issue II, Winter 2018

Include the following Table of Contents in a box of some type on the first page:

Featured Article . . . . . . . . . . . . . . . . 1

Pet-proofing Your Home . . . . . . . . . 2

Adopt a Pet . . . . . . . . . . . . . . . . . . . 2

Events . . . . . . . . . . . . . . . . . . . . . . . 2

Supporters Ads . . . . . . . . . . . . . . . . 3

Important Information . . . . . . . . . . 4

Include the article given below in a **two-** or **three**-column format.

# Summer Fun - Summer Safety

By [Janet Tobiassen Crosby, DVM](http://vetmedicine.about.com/mbiopage.htm)

It is time to get out with the family (and likely a family pet or two) and enjoy recreational activities. The purpose of this article is to serve as a reminder of summer dangers for pets, so that all of the fun isn't spoiled by an unsuspected emergency or illness.

**Heat Stroke**

Most people are aware that leaving a pet in a locked car on a 100F degree day would be dangerous. However, it is the seemingly mild days of spring (and fall) that pose great danger, too. Driving around, parking, and leaving your pet in the car for "just a minute" can be deadly. Cars heat up fast—even with the windows cracked.

Jogging is also dangerous this time of year. So your dog jogs everyday with you and is in excellent shape—why alter the routine? As the weather warms, humans alter the type and amount of clothing worn, and we sweat more. Dogs are still jogging in their winter coat (or a slightly lighter version) and can only cool themselves by panting and a small amount of sweating through the foot pads. Not enough! Many dogs (especially the 'athletes') will keep running, no matter what, to stay up with their owner. Change the routine to early morning or late evening to prevent heat stroke.

Consider your pet's housing. If kept outdoors, does he/she have shade and fresh water access at all times? I have treated one case of heat stroke in a dog that did indeed have shade and water while tethered under a deck, but had gotten the chain stuck around a stake in the middle of the yard—no water or shade for hours. If you live in a warm climate, it is a good idea to hose down the dog before work, at lunch, or whenever you can to provide extra cooling (if your dog is not overheated in the first place).

**Water Safety**

Not all dogs are excellent swimmers by nature, especially if Fido has underlying health problems, such as heart disease or obesity to contend with. Consider protecting your pet just as your human family—with a life preserver. If your pet is knocked off of the boat (perhaps getting injured in the process), or is tired/cold from choppy water or sudden storm, a life jacket could be what saves your pet's life.

**Antifreeze**

This is actually a year-round hazard. With the warmer temperatures of summer, cars overheat and may leak antifreeze. Also, people change their antifreeze and may spill or leave unused antifreeze out where pets can access it. Antifreeze tastes sweet and is inviting to pets (and children). It is also extremely toxic in very small amounts. Call your veterinarian (or physician) immediately if any ingestion is suspected. A safe alternative to ethylene glycol antifreeze is available: it is called propylene glycol, and while it does cost a small amount more than 'regular' antifreeze, it is worth the peace of mind.

**Summer Travel**

Finally, if you are traveling outside of your normal veterinarian's locale, it is wise to check out the veterinary clinics/hospitals in the area that you are visiting, before the need arises. It is better to be prepared for an emergency and not have one happen than to panic in an emergency situation, wasting valuable time

**Page 2 Information:** Page 2 will include the following: Events, Adopt a Pet, and Pet-proofing Your Home

**Events:** Include the following in a section titled “Events”

***Union County Dog Obedience Club***

The Union County Dog Obedience Club offers dog training twice a year (spring and fall). The classes meet once a week for 8 weeks and cover basic obedience skills. Help your dog become a better pet by learning basic commands. Your pet will surprise you with better manners and you will enjoy a deep bond with him or her.

***Well Pet Clinic***

Our low-cost clinic is operational on Tuesdays, Wednesdays, and Thursdays from 10 a.m. until 2 p.m. and on the second Saturday of every month from 11 a.m. until 3 p.m. Call our shelter for more information or to schedule a spay or neuter appointment.

**Adopt a Pet:** Include the following in a section titled: “Adopt a Pet”

The following adorable pets are available for adoption at the shelter. There is a $60 adoption fee that covers spaying or neutering of your new pet and current vaccinations. Please visit us Monday–Friday from 8 a.m.– p.m. for more information.

**Anna** is a 5-year-old Black Lab mix. She gets along with other dogs and has never been around cats. She needs a lot of exercise and an experienced owner. She would be a great farm dog. She is current on all vaccines and heartworm pills.

**Randy** is a Brindle, pure-blood, 24 months old, healthy and obedient. The big guy lived in an apartment and had no room to roam. Neutered and all shots up to date. He's house broken and good with young kids. He gets along great with other small dogs but has shown aggression towards strange dogs.

**Allie** is a very loving mixed-breed baby who loves to play and run around. Allie is about a year old and is totally black with big brown eyes. She loves to give kisses.

**Article:** Include the following article/information:

**Pet-Proofing Your Home**

Dog and cats (especially kittens) can be very curious. Here's how to keep your companion animal safe in your home.

**Kitchens/bathrooms**

* Use childproof latches to keep little paws from prying open cabinets
* Place medications, cleaners, chemicals, and laundry supplies on high shelves
* Keep trash cans covered or inside a latched cabinet
* Make sure your kitten hasn't jumped into the dryer before you turn it on

**Living/family room**

* Place dangling wires from lamps, VCRs, televisions, stereos, and telephones out of reach
* Put away children's toys and games
* Put away knick-knacks until your kitten has the coordination not to knock them over
* Make sure all heating/air vents have covers
* Put away all sewing and craft notions, especially thread

**Bedrooms**

* Move electrical and phone wires out of reach of chewing
* Be careful that you don't close your kitten in closets or dresser drawers

***And look out for paws, noses, and tails when you shut doors behind you or scoot chairs!***

**Page 3 Information:**

Page 3 is a space for local businesses to advertise. The information for 6 advertisements is given on the next page. Each ad should be placed in a box and should be the same size. It is your responsibility to be creative and provide each business with an attractive advertisement. Be creative in your use of design techniques and graphics. You may place the ads in any order on the page. Information for each ad may be placed in any order within the advertisement.

Include the heading **“Please support our local sponsors!”** at the top of page 3.

**Information for Ads:**

S & S Construction, Inc.

General Contractors

Back hoes, excavation dozers, track hoes, cranes, dump trucks, concrete construction, water lines, pipes and piping

Serving all of Union County and surrounding areas

Call (901) 555-1234

Rainier Office Machines and Equipment

Sales, Service, Rentals

Searching for the best deal with the best service? Call Rainier at (901) 444-5555

301 N. Jefferson Drive

“We make a lot of copiers for those who make a lot of copies”

Milton & Johnston

Family Dentistry

New Patients Welcome

Hygiene, LumineersTM, Dentures, Root Canals, Orthodontics, Nitrous Oxide Oral Sedation

Call (901) 333-2121 Monday through Friday 8 a.m. – 5 p.m.

All major credit cards accepted and many health insurance plans

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Professional Mobile DJ Service

Wedding receptions, anniversaries, birthdays, fund raisers, holidays, corporate events

(901) 555-9900

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Express Floral Delivery

Same day floral delivery, 24 hours, 7 days a week!

Delivery dates are 100% guaranteed

Committed to exceptional service and products

Flowers always delivered fresh guaranteed

100% satisfaction guaranteed

1-800-777-8000

Sportsmen’s One Stop

Largest Selection of Bass and Crappie Lures

Rods and Reels, Live Bait

Fishing and Hunting Licenses sold here

1022 Hillsboro Avenue

(901) 655-4545

**Page 4 Information:** Page 4 will include “Ways You Can Help”, the return address, and space for a mailing label

Page 4 will be folded in half when mailed and divided into 2 equal areas.

The top half of the page will include the following information:

**Ways You Can Help**

There are many ways you can help us in our mission to rescue and place unwanted and homeless animals. The possibilities are endless—time, money, or supplies! If you have an idea that is not listed, call our shelter to explore it! Help save a life! You will be glad you did.

**Summer 2011 Wish List**

* Gift certificates to PETCO where we get supplies
* Gift certificates to K-Mart, Wal-Mart and Target where we can get treats, toys, etc.
* Leashes, collars, dishes for water and food
* Laundry detergent (Arm & Hammer)
* Bleach
* Blankets
* Rawhide bones and chews
* Paper towels
* Dog pillows

The bottom half of the page will simply include the return address and an empty space in which a mailing label may be attached. The return address is:

Happy Tails

Union County Animal Protection Society

2404 Valley Drive

Valley Oaks, PA 01901

**Filler Information**

The following information may be used creatively as filler if needed to fill up available space. The following information is NOT required. You may use this filler information on any page.



Thanks to our sponsors and supporters!

Don’t leave your pets in vehicles unattended!

Get a friend for life—adopt a loving pet.

If you suspect animal abuse or mistreatment, please call UCAPS immediately.