



- ◆ MICROSOFT PUBLISHER or
- ◆ GREETINGS WORKSHOP

- ◆ INTERNET EXPLORER

# PLANNING A SCHOOL EVENT

## Teacher Guide

### SUMMARY

In this lesson, students will improve their writing skills while learning the fundamentals of pitching a publicity campaign for a school-wide event. By creating announcements, flyers, invitations, special calendars, and banner advertisements, students become more personally involved in this activity, and will have an opportunity to showcase their creative writing talents.

### OBJECTIVES

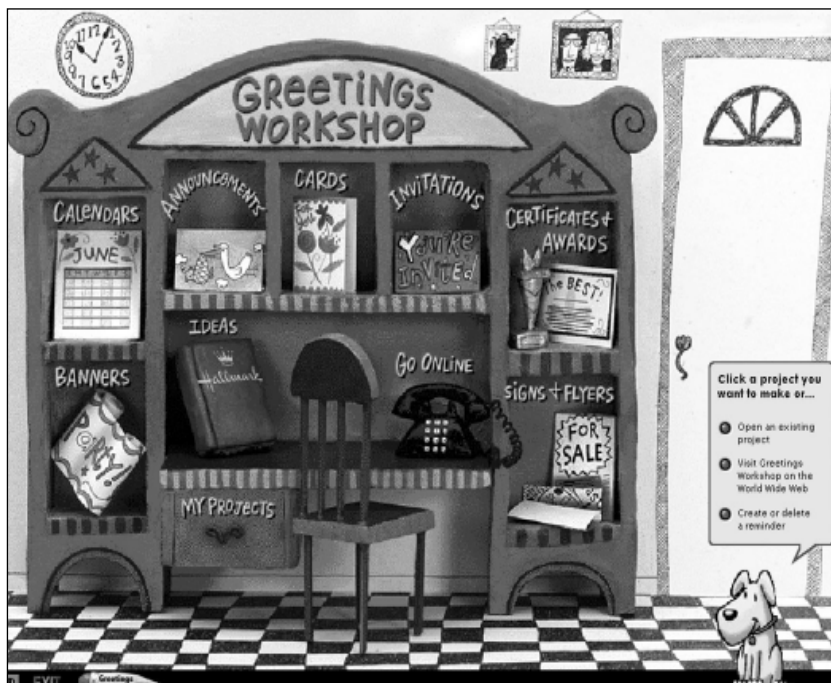
- ◆ To encourage students to use written language in creative, new ways
- ◆ To explore ways of developing an effective publicity campaign
- ◆ To motivate artistic expression and diverse thinking

### PREREQUISITE SKILLS

- ◆ Has basic skills for using a computer
- ◆ Is familiar with navigating around design programs such as *Microsoft® Publisher 97* and *Microsoft® Greetings Workshop*
- ◆ Is familiar with the World Wide Web

### TIME ALLOTTED

Approximately 2-4 weeks



Opening screen from *Microsoft Greetings Workshop*

### HOW TO BEGIN

Explain to students that they will be planning a school event and that the success of any event requires effective promotional materials and advertisements. Ask students to bring in their favorite magazine advertisements and discuss what they like about these ads. Why do they think the ads are so effective? Encourage them to talk about the importance of color, layout, message, type style, and illustrations in overall design.

In addition, brainstorm various elements that should be included in the creation of a poster or flyer promoting a special event such as: the name of the event, date and time, location, admission fee (if any), and eye catching graphics. Then have students decide on the type of event they would like to plan. Divide the class into teams and assign each one a special publicity task – such as designing a flyer or creating invitations – that will help make the event a reality.

# Student Activity

## DESCRIPTION

In this activity, you will work with classmates to develop promotional materials for a school-wide event.

## STEP 1

### Designing a Flyer

**SOFTWARE:** Microsoft Publisher or GreetingsWorkshop

**WHAT TO DO:** Creating promotional materials for any event is simple with *Publisher 97* or *Greetings Workshop*!

One or more teams should design a flyer or sign advertising the event. Keep in mind that the name of the event should occupy a central position. Text should be in large type size and

specify date, time, and location.

From the opening screen menus in *Publisher 97* click the Flyers PageWizard. In *Greetings Workshop*, click Signs and Flyers Project. There will be a number of templates to choose from, or you can create your own. Give your flyer visual appeal by including some graphic elements from the Clip Gallery in *Publisher 97* or *Greetings Workshop*.

Simplicity is the key to effective advertising. When creating your flyers or any other promotional materials, be sure that they are straightforward, uncluttered, and easy for your audience to read. Now place a copy of your completed flyers on every school bulletin board (the more the better!)

## STEP 2

### Creating a Calendar

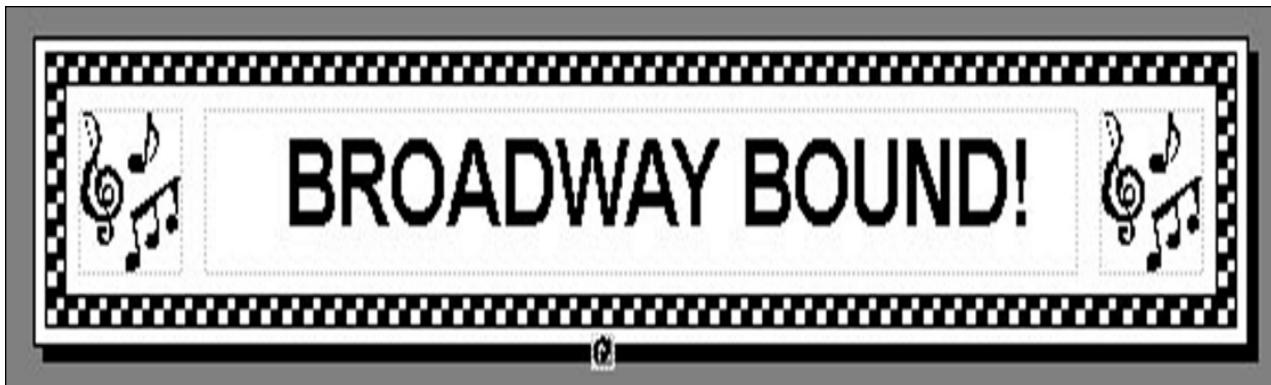
**SOFTWARE:** Microsoft Publisher or Greetings Workshop

**WHAT TO DO:** A one-month calendar can be a great way to highlight the date for the big event. Use the *Publisher* Calendar PageWizard or the *Greetings Workshop* Calendar project to create an upbeat One-Month calendar. *Greetings Workshop* has several calendar styles (see Example 1) which can be customized to suit any need.

If these styles don't quite fit the bill, choose the Blank calendar option. You can add text, pictures, and other graphic items selected from the program's clip art collection. When



Example 1: Book Fair calendar created in *Greetings Workshop*



Example 2: Broadway Bound banner created in *Microsoft Publisher 97*

finished, distribute the calendar to family and friends.

### STEP 3

#### *Creating Banners*

**SOFTWARE:** Microsoft Publisher or Greetings Workshop

**WHAT TO DO:** Design one or more banners for wall decoration at the event. Banners can contain text as well as graphics and the Banner PageWizard in *Publisher 97* or the Banner Project in Greetings Workshop makes it fun and easy to create a banner for every need.

The text message should be compelling and reflective of the spirit of the event. The banner "Broadway Bound" (see Example 2) was created in *Publisher* and was the perfect headline for a banner created to publicize a local school musical. The same banner can be created in Greetings Workshop.

### STEP 4

#### *Designing Invitations*

**SOFTWARE:** Greetings Workshop or Publisher 97

**WHAT TO DO:** Create special greeting-card style invitations for the event using the Greeting Card option in *Greetings Workshop* or

*Publisher 97* and send them to members of the community. Consider inviting the School Superintendent as well as representatives from local businesses.

With *Greetings Workshop* or *Publisher 97* you can also prepare thank you notes to parents, teachers, staff or students in other classes who helped with planning the event.

### STEP 5

#### *Creating a Web Page*

**SOFTWARE:** Publisher 97, Internet Explorer,

**WHAT TO DO:** Once all of your promotional materials are complete, consider promoting your event in cyberspace!

With Publisher, you can create a Web page for any existing Publisher document, including calendars, greeting cards, and flyers. To create a Web page, open the publication that will serve as the basis for this new Web page, choose Create Web Site from Current Publication under the File menu, then follow on-screen prompts to run the Design Checker. Publisher will scan your document looking for design and layout elements not suited to publication on the World Wide

Web. It can also test to see if your publication will download quickly when a visitor accesses it through a Web browser.

You can publish your Web site directly to the Web, or publish to a folder. When you publish to a folder, you can then import this folder to a new or existing *FrontPage 97* (or later version) Web site.

To give your Web site more appeal, use *Internet Explorer* to browse the Microsoft Clip Gallery Live Web site and choose from over 1,000 clip art images that can be downloaded. These images will provide the perfect finishing touch to any Web sites

#### **Recommended Web Site**

- ◆ **Microsoft Clip Gallery Live**  
[www.microsoft.com/clipgallerylive/](http://www.microsoft.com/clipgallerylive/)
- ◆ **Greetings Workshop**  
[greetingsworkshop.msn.com](http://greetingsworkshop.msn.com)
- ◆ **Microsoft Publisher**  
[www.microsoft.com/publisher/](http://www.microsoft.com/publisher/)
- ◆ **In & Out of the Classroom with Microsoft Publisher 97 or Greetings Workshop**  
[www.microsoft.com/education/resource/default.htm](http://www.microsoft.com/education/resource/default.htm)



