

Printing Assignment I

Lay It Out

- Using computer to design and lay out information
- Using quotation form to record order specifications

Assignment Summary

In this assignment, the learner will

- use a complex order / specification form
- use the computer to organize and present information
- make creative choices in design, following broad guidelines.

Prior Knowledge

- **Essential Skills**
- **LBS Levels**
- Moderate computer skills – clip art, word processing
- Form filling
- Simple print vocabulary

Teaching Planning Notes

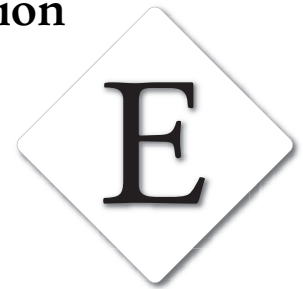
- Use *Allprint Ainsworth Associate Inc.* “Order/Quotation document”
- Ensure computer access
- Collect sample programs for events to compare content and layout

With learner

- Look at variety of programs, such as church bulletins, concert or theatre programs, graduation programs. Discuss layout decisions made, importance of font choice for readability, use of graphics
- Explore clip art options, font styles, etc.
- Examine form for new vocabulary, especially language specific to print industry. Research may be required

Achievement Indicators

- Completes form to record specifications of order
- Designs program that is attractive, well organized, useful
- Identifies learning on self-achievement chart



FOCUS ON LEARNING

ESSENTIAL SKILLS

	Complexity Levels				
	1	2	3	4	5
Reading Text	████████				
Document Use	████████				
Writing	████				
Numeracy	████				
Thinking Skills	████████				
Computer Use	████████				
Continuous Learning					

LITERACY AND BASIC SKILLS

	LBS Levels				
	1	2	3	4	5
Communication					
Read with Understanding	████████████████				
Write Clearly	████████				
Numeracy					
Solve Geometric Problems	████████				
Manage Data and Probability	████████				
Self-Management and Self-Direction					
Concentration and Memory					
Problem Solving					
Self-Assessment					
Self-Confidence					
Thinking Skills					
Time Management and Organization					

Ontario Curriculum Linkages

Locally Developed Compulsory Credit Course, English, Grade 10 (ENG2L)

Extending Reading and Viewing Skills – Overall Expectations

- ERVV.01 – apply reading and viewing strategies to understand and make connections with texts that are part of school, workplace, and everyday life, with an emphasis on increasing independence;
- ERVV.02 – read and interpret a variety of engaging, authentic, and relevant print and non-print text forms, both teacher and student selected

Apply Reading and Viewing Skills – Specific Expectations

During Reading or Viewing

- ERV1.05 – comprehend directly stated ideas by selecting and using appropriate strategies:

Reading a Variety of Texts – Specific Expectations

- ERV2.01 – apply the reading process as strategic readers to a variety of student- and teacher-selected authentic texts commonly used in everyday life and in the workplace (e.g., skimming text in magazines, short fiction, scripts, electronic text; interpreting data from graphs, tables, timelines; rereading manuals, project plans)

Extending Writing Skills – Overall Expectations

- EWSV.02 – convey information and ideas with clarity and coherence in a variety of short print and non-print forms

Applying the Writing Process – Specific Expectations

- EWS1.07 – create a first draft in the appropriate form to suit the purpose and audience (e.g., a diary entry using first person, a narrative, a procedure for a manual, an email, instructions for completing a home project)

Lay It Out

Jeff works at a local printing company. He has been given the job of designing the program for the town's Canada Day celebrations. The Optimist Club planning committee has given him details of the day and some broad guidelines to follow.

- white card stock, 8.5" X 11"
- 2 sided, single folded, finished size 5.5" X 8.5"
- front – picture (Jeff's choice of appropriate Canada Day symbols), 4 color process, bleed, medium coverage (M)
- inside – details of event, showing times etc., 2 colours: blue and red
- back – location, including simple map, date, time (9 a.m. – 11 p.m.) [same colour process as for front]

Outline for the day

- all day – kids' fun fair including face-painting, games, races, kiddie midway, pony rides
- all day – bazaar / marketplace including farmers' market, bake sale, crafts, souvenirs
- 10 a.m. – 9 p.m. Beer tent
- 10 a.m. – 7 p.m. Food stalls
- 10:30 a.m. Kiteflying competition
- 12 noon – Old Fashioned Picnic – bring your own or purchase an "1867 Picnic Basket" – free ice cream, cold soft drinks, cake
- 2 p.m. – 5:30 p.m. Music at Centre Stage
- 4:30 p.m. Soccer game: Panthers vs. Tornado
- 6 – 8 p.m. BBQ: Pig Roast, BBQ Beef & Chicken; salads (sponsored by Martin's Market & Optimist Club)
- 8 – 10 p.m. Music at Centre Stage
- 10 p.m. fireworks

Jeff will spend 6 hours on the layout. He does the keystroking. The file was supplied as a PDF file, copy only. When he has designed the proof, he will send it to the client for approval. After printing 25,000 copies, they will be bundled in 100s and shrinkwrapped. They will be shipped to (your town or city).

1. Use the quotation sheet provided to record the client information and specifications. You should invent dates, addresses etc.
2. Use your computer to layout the program.
 - Search for pictures for the front.
 - Experiment with fonts. (Keep it easy to read!)
 - Where needed, invent names (park where event will be held, bands etc.)
 - You may add details



RFQ Client Name: _____ Budget Only Yes No _____ Date: _____

Job Title: _____

Quantities for	No. Vers.	A	B	C	D	E
1						
2						
3						
4						
TOTAL						

Required: _____

Contact: _____

Phone: _____

Fax: _____

Email: _____

Rep.: _____

New Job	Repeat w/chng	Repeat	New Rev.	Prev	Billable overs / unders					Bleed	Colour / Plate	Gloss	Matte	In	Finish			Coverage	
Use special sheet size	Finished size may vary			Dummy required		Overs	0%	2%	5%	10%	%	Change Between	Spot	Spot	Line	AQU	OPP	UV	L
# of pages	Self Cover	Plus Cover	Plus other		Unders	0%	2%	5%	10%	%	N	Vers.	Lang.	O/A	O/A	Line			M
Stock - Component 1	# Pages			Side 1															H
				Side 2															
Flat Size:	Fin. Size:																		
Stock - Component 2	# Pages			Side 1															
				Side 2															
Flat Size:	Fin. Size:																		
Stock - Component 3	# Pages			Side 1															
				Side 2															
Flat Size:	Fin. Size:																		
Stock - Component 4	# Pages			Side 1															
				Side 2															
Flat Size:	Fin. Size:																		

PREP	REQ'D	NOTES	PRESS / FINISHING / SHIPPING	
Design/Layout			Litho Letterpress	
Translation			Perf / Score Perf Micro Perf Must be letterpress Perf Score Must be Letterpress Score	
Photography			Diecut / # Die: Standing New Supplied # Gussets Die Strip Sand nicks Number in spots	
Format Copy			Enhance Emboss area Foil Stamp area Front Spine Foil colour	
Keystroking			Cutting / Drill Trim DO NOT Trim PMC diecut Kiss cut Round corner Drill holes Size of holes	
Dieline			Folding Fold Type of fold Soft fold to Note	
Electronic file supplied as: Complete Copy only Hi res images only			Glue / Tape Glue pockets Remoistenable D-tape along # of strips Width of tape	
File supplied as: Disk PDF Email Price PDF & Disk			Lam / Mount Laminate sides Lam gauge finish Mount sides to pt. Easel	
High res supplied on disk: Yes / No / Partial			Padding Pad at in qty With chip backer With mull	
SCANNING # Separations # Halftones # Duotones			Binding Perfect Bind PUR Case Notch Smythe sewn End Papers H/T Band Lap Glue Layflat	
Sizes / Materials supplied / Notes:			Stitch: Saddle Corner Loop Side Cerlox Plastikoll Spiral Wire-o	
			Other Colour if applicable	
			Misc. Clip seal # Grommets poly bag label other	
			Bundling Collate Band - Elastic Paper Wrap - Kraft Shrink Slip sheet qty/pkg Chip top/bottom	
# colour correct/photoshop # close crop # DPR			Tube in tube size Tubes supplied Carton: Carton in Special Supplied Skid	
Randoms required? Yes No Burn to CD? Yes No			Shipping Distribute: F.O.B. our plant Ship to city insert into	
FILM/PLATE Standing Make Changes			Finished Goods To F/G for months Payment on release Payment on completion	
Must go to film Price film & CTP Breakout prep			THIS QUOTE HAS BECOME AN ORDER - SEE INFO ON INSIDE FRONT COVER	
Film supplied as: # up Single page Readers spreads To our specs			SEE OUTSIDE BACK COVER FOR SPECIAL INSTRUCTIONS	
PROOFS Proofs Supplied? Yes No Burn to CD? Yes No			Date	Requote these specifications.
Design Proof B&W Laser Ink Jet PDF Impress Proof Colour Proof				
Press Approval Req'd? Yes No Who will press approve? AAAI Rep Client				

NOTE

CUSTOMER

JOB

DOCKET NO.

ESTIMATE NO.

