

*** for instructor use ***	This project is: <input type="checkbox"/> approved <input type="checkbox"/> approved (with changes as noted) <input type="checkbox"/> not approved
***	_____ Instructor signature and date

MCOM 3851
Desktop publishing
final project proposal form

Your final project will be an individual project of your choosing. You must define and detail your idea on this form or on an attached sheet. The form must be turned into the instructor no **later than the April 21 class meeting**. This form will be reviewed and returned to you. **DO NOT** begin work on your final project until you receive your approved proposal form.

The final project should demonstrate a comprehensive menu of desktop publishing skills commensurate with what you learned during this course. The same grading criteria used for projects submitted during the quarter will be used when evaluating your final project. Additional required elements include:

- The piece must be created using QuarkXPress. However, other programs (such as Photoshop) may be used to enhance the outcome.
- You must use at least five graphics or imported images such as photos, scanned images, original designs or graphics.
- No copyrighted material may be used unless written permission has been received from the owner.
- Your original layout file with all images and fonts must be “collected for output” and submitted on a Zip disk along with a printout of your project.

Ideas for final projects:

- **Corporate identity package** that includes a brochure, business cards, letterhead, envelope.
- **Marketing materials** for a real or fictitious event. Items may include a brochure, an invitation, designs for specialty promotional items (such as pens or other giveaways) and a newspaper advertisement.
- **Menu and other items** for a real or fictitious restaurant. In addition to a main menu, you will want to include two other items such as a wine list, a room reservation form or a promotional table card.
- **Personal portfolio book** with sections that include your resume, writing samples, desktop publishing samples, and other work samples. You also will want to design a personal business card.
- **Series of advertisements** for a real or fictitious company. You will need to create three distinct ads for three forms of media. For example, you may design a magazine ad, a newspaper ad and a billboard.

PROPOSAL SUBMITTED BY: _____

One-sentence description of your project:

Who is the audience for this work?

On the back of this form (or on a separate sheet) describe your project in detail. Include the dimensions of each piece of printed material, whether you will use full color spot color or black and white, and other pertinent information.