

Desktop Publishing

Desktop Publishing

Identify

Ministry Of Sound has asked me to design a member card for them for their new clubbing scheme called Klub Universe. People who want to become a member of Klub Universe will need to own one of these cards. Klub Universe membership gives the ability for members to be on the VIP guest list to many massive clubbing events in Ministry Of Sound. VIP entry from this card allows no queuing up and free entry. They have organised how and when it can be used but they just need a good design for the card. They want the VIP member card to look special as it is a Limited Edition and is supposed to make members VIP's, so a good design is essential. The VIP member cards can cost a lot of money (approximately £200 minimum) and members will need to take good care of them as they will need to access events over a long period of time. Only the owner can use the card so I will need to add identification details to the card. The card will only be used for a certain period of time depending on how many months have been paid for by the user. So I will need to feature a valid and expiry date. In order for the card to be easy to understand I might consider making it double sided. The main attraction of the card will be on one side with the images or logos and the basic information like first name and expiry dates and the other side will be like and ID card with photo ID.

Use

Background

clear desc. of problems

To achieve this task I intend to use a desktop publishing application, as it is the ideal piece of software. It is ideal because it has graphics and text manipulation may be implemented for the invitation. I am going to use desktop publishing because it is installed on the school network, and I also have it at home. Desktop publishing is suitable as the program has features specifically designed for the use of desktop publishing. It is now designed with features such as Word Art, which manipulates text, which will be extremely useful, in order to highlight key phrases or information. Images can also be imported easily from Clip Art, from scanned images or from the Internet, thus making the appearance of the invitation more attractive and clearer to understand instantly.

chosen method justified

Desktop publishing allows me to edit the size, colour or font of the text and insert images. It also supports layering facility, which text can be placed in front of images, and is also able to rotate and re-position text and images. I could also draw a picture in paintbrush or another similar program, and then insert it into desktop publishing.

Other software as opposed to desktop publishing could have been used, such as Adobe Photoshop, however the school's network does not support this program. I could create the invitation by hand, but this is very time consuming, and it would be very difficult to make alterations, if the invitation was near to completion. Ministry Of Sound wants the member card to be special and attractive, so creating the member card by hand would be difficult and time consuming for me. For example, if I wasn't happy with the rendering of the card I would have to just start drawing all over again but on desktop publishing I can continuously make alterations whenever I need to. It would also be less attractive compared to a member card created and produced on the computer since I can choose from many different colour schemes and use many graphical effects on desktop publishing.

Alternative solutions

To perform this task, I am going to use my computer at home and the computer at school. I will also use a scanner for any images to be imported onto the invitation. I may

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also need access to the Internet to search for images, which is accessible both at home and at school.

Objectives

- The member card must include required information such as identification of member and expiry date of card.
- It must be double-sided, a pocket size and in colour so it will be attractive, not too big to distribute, but enough space for all the required information.
- It must be attractive with relevant images and logos.

Specific objectives

Analyse

Hardware and software

To solve this problem, I will need a computer I can access to at home and at school. I will also need a keyboard to type in all the details onto the card, a laser coloured printer to print out my final product in good quality, a scanner to scan in any images or pictures required for the clubbing card and also a digital camera to take pictures and use them as images for the card. I will also need a modem so I connect to the Internet to download any images or to search for any details about the nightclub. I will need a CD writer for backup, as a floppy disk will not contain sufficient capacity to store the backup files. A hard drive is also required for the main file to be saved onto.

Appropriate Hardware

The software I will be using is Microsoft Publisher, Adobe Photoshop or Paintbrush and software that will import the scanned pictures. This is a suitable package because it allows me to choose a ticket size template in Microsoft Publisher and to arrange text and images anywhere on the member. I will need to use Paintbrush to amend the images I scan or download. This program allows me to alter the colour, delete different parts I think is unnecessary, add or overlap words with images, and it also provides many various effects I can use for the member card.

+ Software

Inputs

The member card will include the following information:

- VIPs image and M.o.S Logo. (Ministry of Sound)
- Members name
- Valid and Expiry Date of member card
- ID photo card section with full name.
- 'Free Entry allowed' notification
- Images of people at a party or any other suitable images for the member card

Inputs

I will find out the correct names and logos from the site and copy them onto the member card. The logo will be downloaded from the Ministry of Sound home page (ministryofsound.com) through the Internet. I will scan and edit images from a magazine or from an invitation for another nightclub party. To check all the input information is correct, I will double check the information and go through them with my user. I will proofread the information and use spell check to check for any spelling or grammar errors.

Source's

Validation

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Processes

In order for me to edit text on the member card, I intend to use Microsoft Publisher's tools to my advantage, in which I will emphasise certain aspects in the member using the different features. Publisher is a useful application for a desktop publishing project as it has tools to edit the font size, style and colour of the text.

Text can be manipulated by manoeuvring it around the page to fit accordingly to how I please. As the member card will include some images, I will need to incorporate text around it. I will import the scanned images and alter them in Paintbrush to my liking. I will then import the images into Publisher and place them in a picture box, resizing it if necessary, according to their position on the member card.

All the text I insert will be in text boxes, to layout the design effectively. The main body of text, the title, date and time will all be inserted using text boxes, so that they are easier to position around the page.

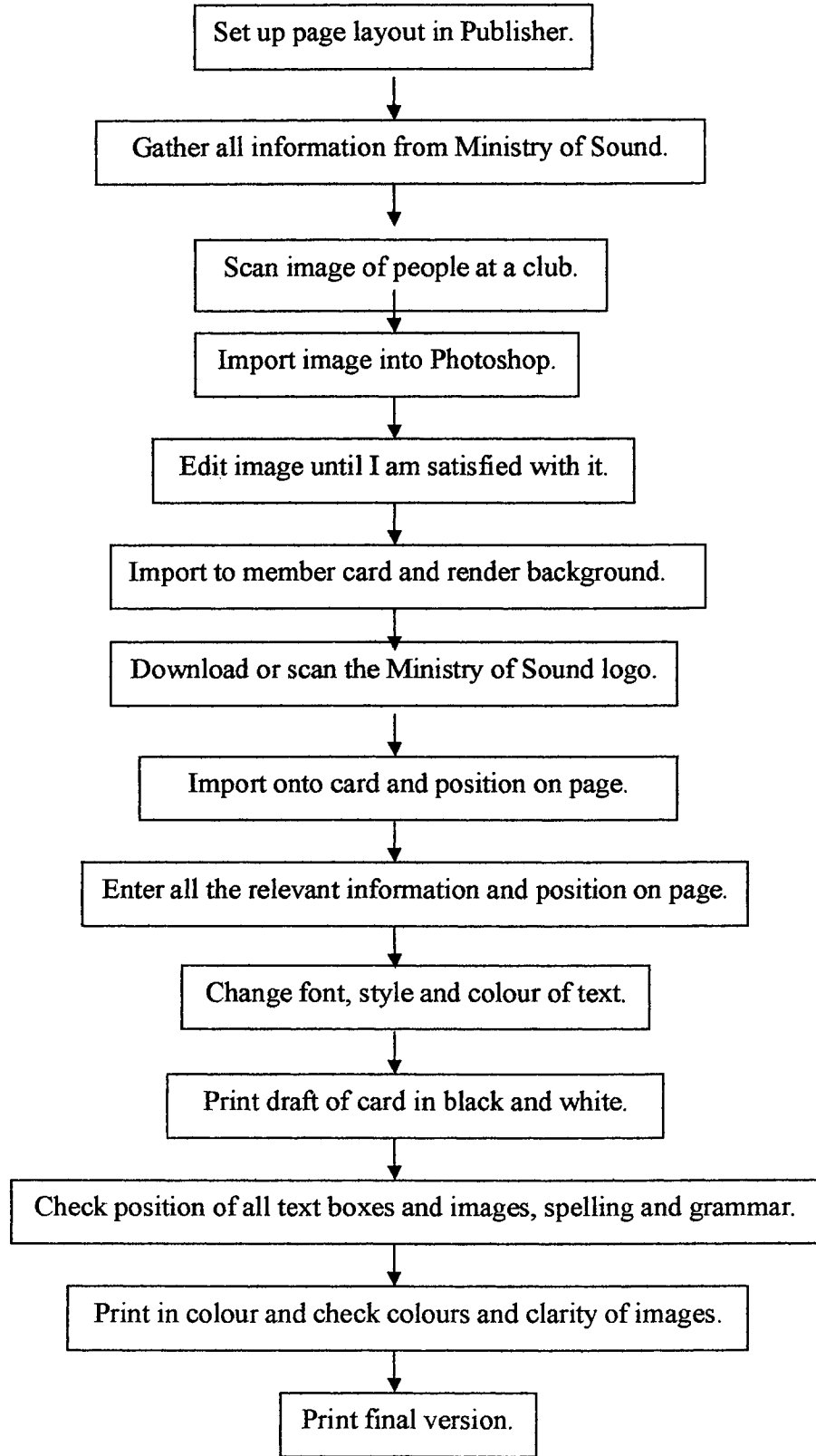
*how data
will be
manipulated*

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Flowchart

This is a flow chart showing all the inputs and outputs.

Processing



broken down into manageable steps

Outputs

Finally, I would like to end up with a member card coloured and that is stylish, clear to instantly read and with the required amount of information on both sides of the card. The layout will be legible and the position of text will be easily recognised. To be able to attract the attention of others', the images will need to stand out and in colour, so image manipulation will be vital. Text enhancements will be used to emphasise certain aspects and to achieve the aim of persuading and attracting the viewers. All the information can be put onto the doubled-sided pocket sized card, as opposed to using a bigger one-sided invitation and will be easily distributed.

*alternative
form of output -
justified*

Security

The member card I am designing does not much any personal or sensitive information that needs crucial protection, so the file does not need any special security measures. This is because I am just designing a member card, not storing any names or personal photos. The file will be saved every time it is updated and will also be saved onto a CD using a CD writer. A floppy disk will not be used because a floppy disk does not contain sufficient capacity to save the file onto as the invitation will hold images in good quality, which might take up a lot of memory space.

*appropriate
backup
procedures*

Test plan
based on
objectives

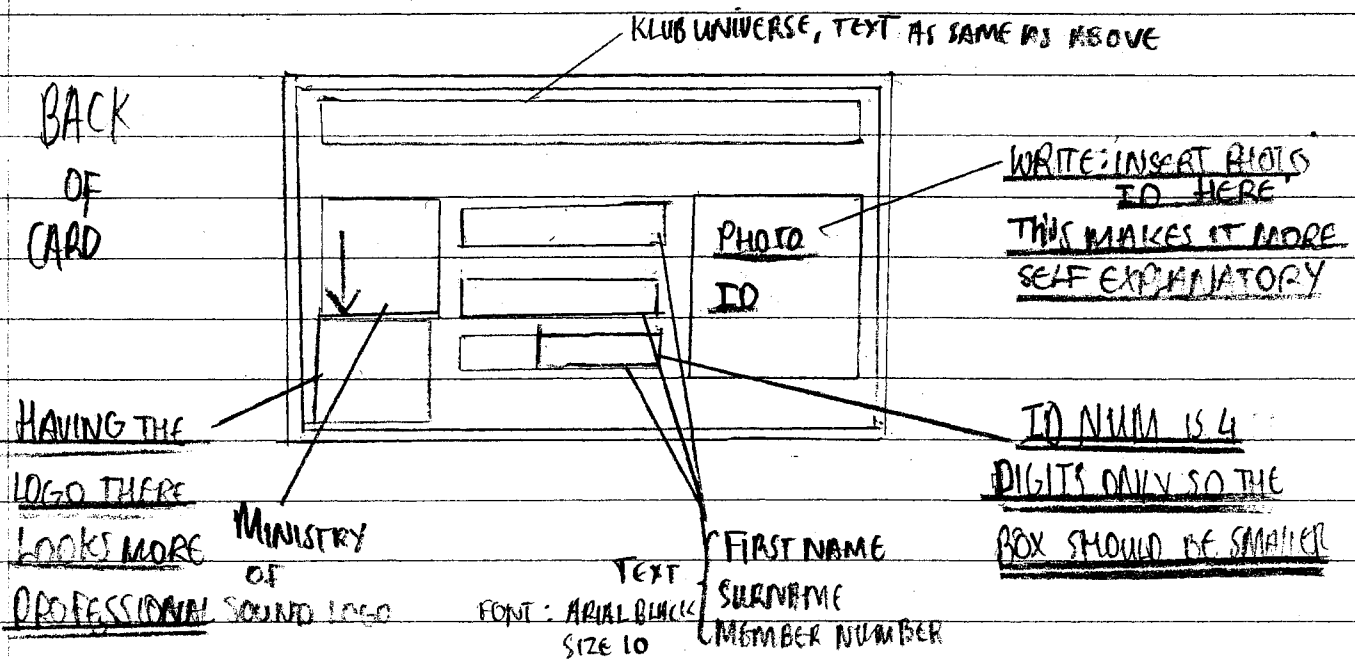
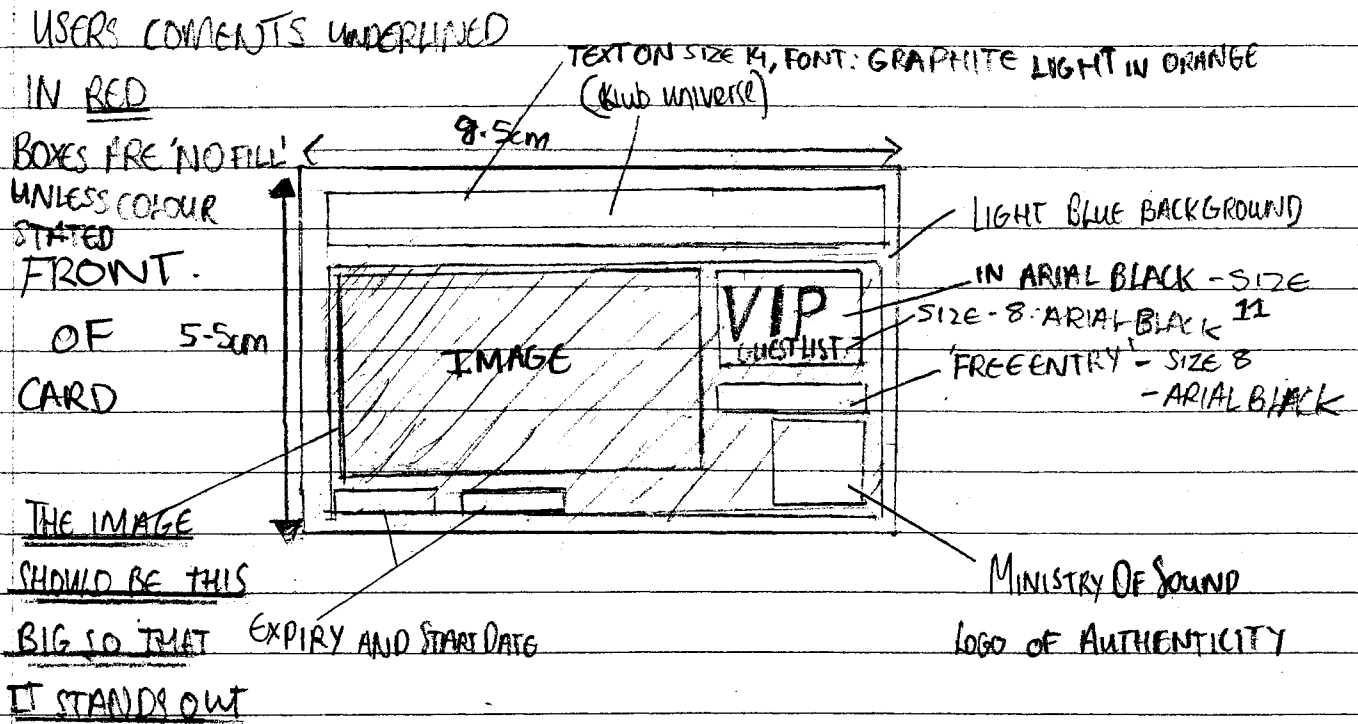
Testing plan

In order to test whether my member card has accomplished its standards, I will:

- Check that it gives the relevant information clearly.
- Proof read the member card, as well as ask someone else to proof read it.
- Use spell check to make sure the grammar and spellings are correct.
- Make sure the important logos stand out.
- Make sure the font is easy to read as well as the size and colour.
- Make sure the photo ID section is big enough to fit a passport photo.
- Make sure that the card itself isn't too big. Big enough to fit easily into card holders like wallets or passes.
- Check that the images are not over sized making it too blurry and not too small so that it is unclear.
- Check that there is a good colour scheme. By looking at the contrast.
- Check that I have left enough space for the issuer to fit in text in the required areas such as names, valid and expiry dates.

GCSE ICT COURSWORK: DESKTOP PUBLISHING PROJECT

INITIAL IDEA

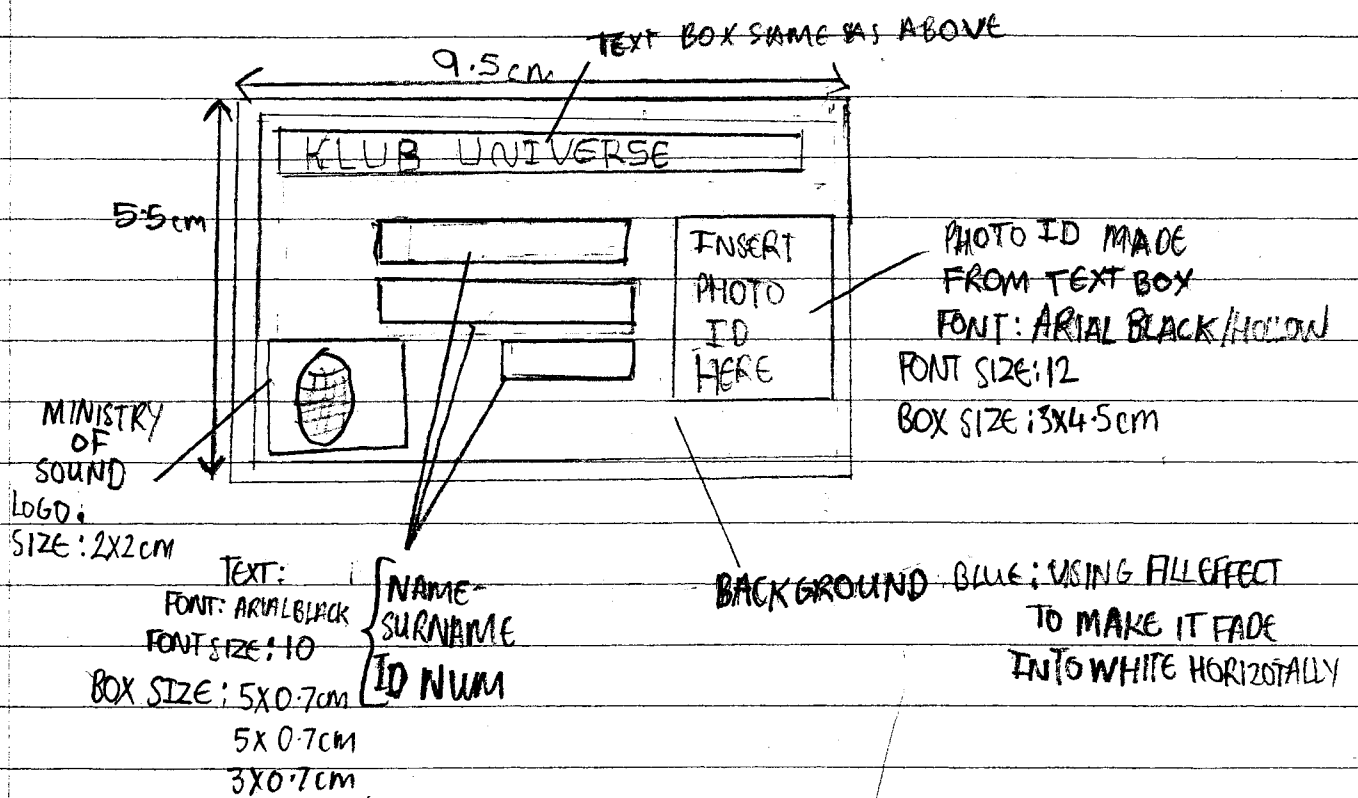
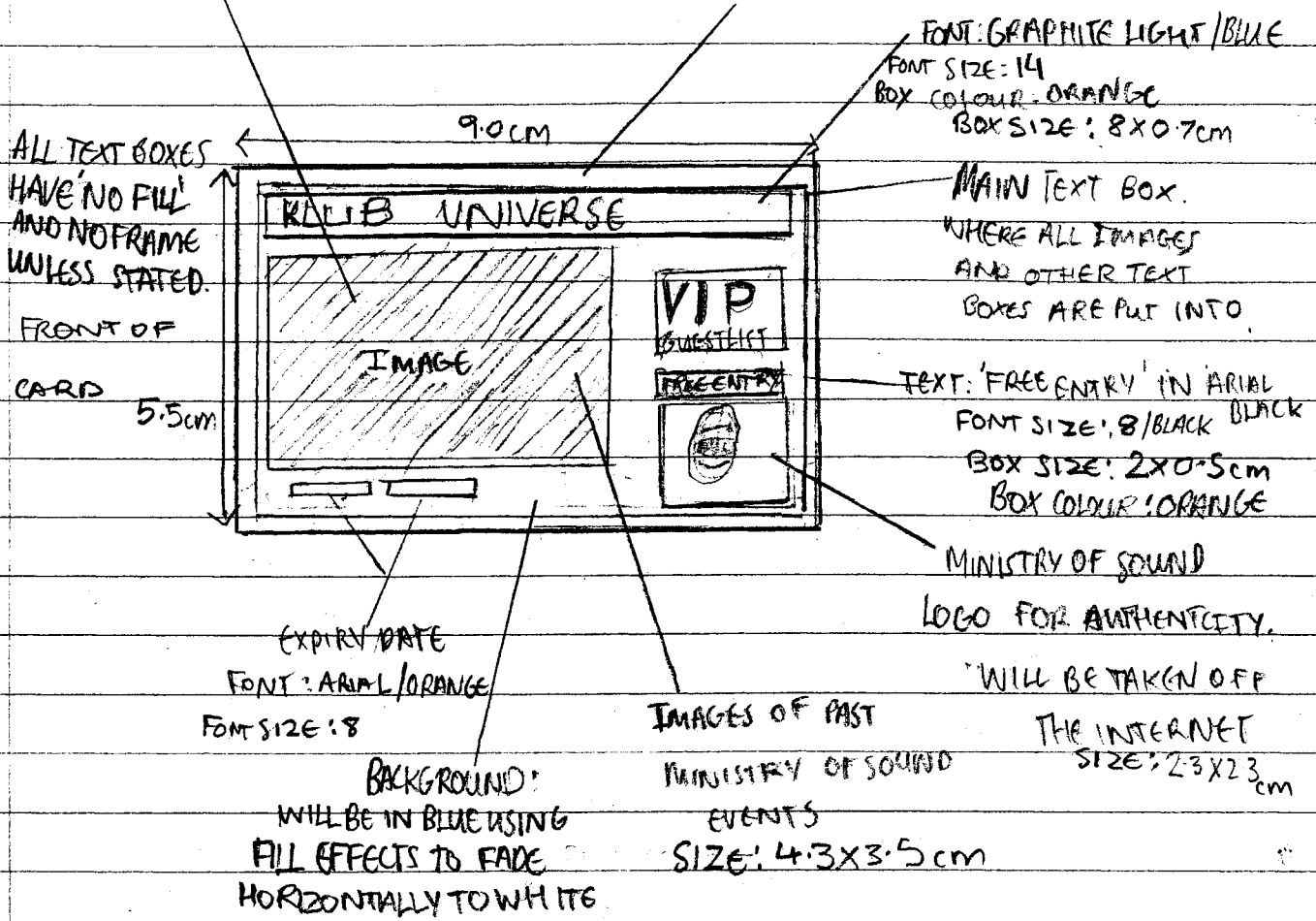


Sufficient detail for 3rd party to implement
See Analysis for sub-tasks

FINAL DESIGNS

IMAGES WILL BE COPIED FROM THE INTERNET

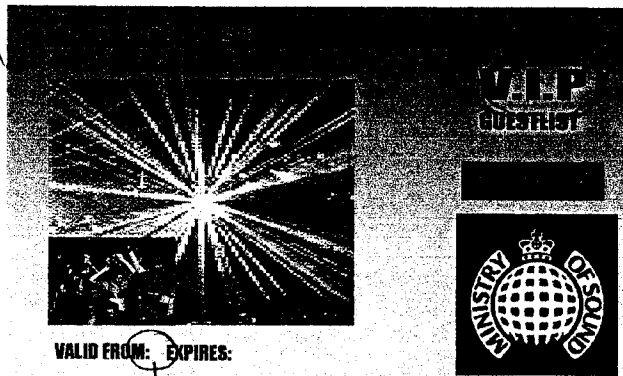
AS A .JPG FILE. AND THEN PASTED INTO PUBLISHER. BACKGROUND COLOUR OF CARD: BLUE



4 ERRORS WERE FOUND ON THE FRONT AND THE BACK OF THE MEMBER CARD FROM FOLLOWING THE TESTING PLAN

FRONT

I DECIDED NOT TO FOLLOW MY INFORMATION ON MY FINAL DESIGNS, WHERE I SAID THE IMAGES WOULD COVER



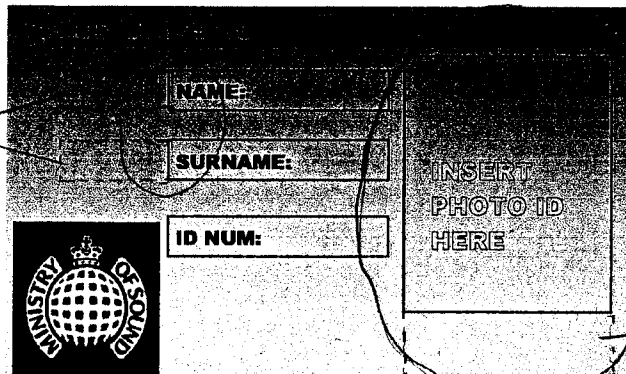
① PUBLISHER PICKED UP A SPELLING MISTAKE FROM USING SPELLCHECK. EITHER I USE 'V.I.P.' OR 'VIP' TO CORRECT THIS PROBLEM

②

I WILL NEED TO MORE SPACE IN BETWEEN THE TWO TEXTS SO THE ISSUER OF THE CARD CAN FILL IN THE 'VALID FROM' DATE.

BACK

④ THE NAME AND SURNAME BOX SHOULD BE EXTENDED SO THE ISSUER CAN FIT THE NAMES EASILY INTO THE BOXES



③ THE PHOTO I.D BOX SHOULD BE BIGGER SO IT CAN ACTUALLY FIT A PASSPORT PHOTO IN THE BOX

EXTENDING THE BOX THIS MUCH IS GOOD ENOUGH TO FIT IN A PHOTO.

ERRORS THAT DID NOT FOLLOW TESTING PLAN

Testing Plan: Use spell check to make sure the grammar and spellings are correct.

① - Spelling mistake was found from spell check, V.I.P has to be changed to V.I.P. or VIP.

Testing Plan: Check I have left enough space for the issuer to fit in the text in the required areas such as names, valid and expiry dates.

② - There was not enough space created in between the two text boxes for the issuer to write the date.

④ - There was not enough space made for the issuer to write names easily into the box.

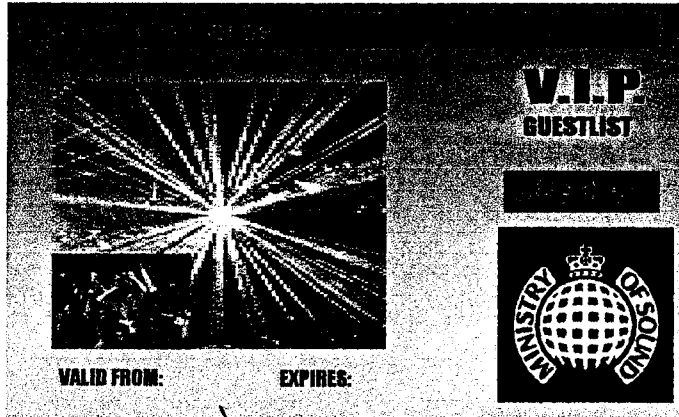
Testing Plan: Make sure the photo ID section is big enough to fit in a passport photo.

③ - The photo I.D box is too small to fit in a passport photo.

IMPLEMENT

Errors corrected.
Test plan implemented

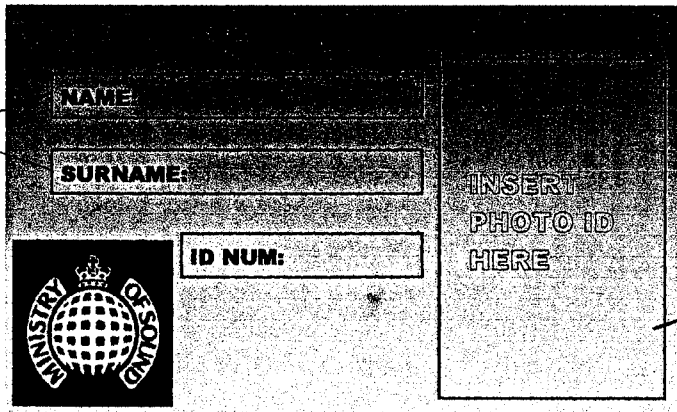
FRONT



① SPELLING CORRECTED BY ADDING A FULL STOP AT THE END

② EXTRA SPACE MADE TO FIT IN DATE BY MOVING THE TEXT BOXES APART.

BACK

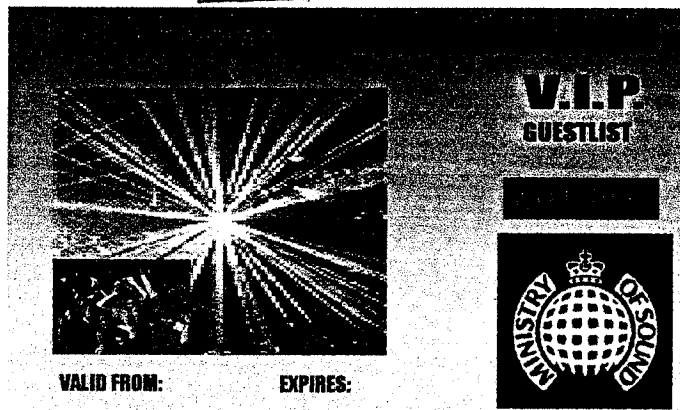


④ TEXT BOX HAS BEEN MADE LONGER

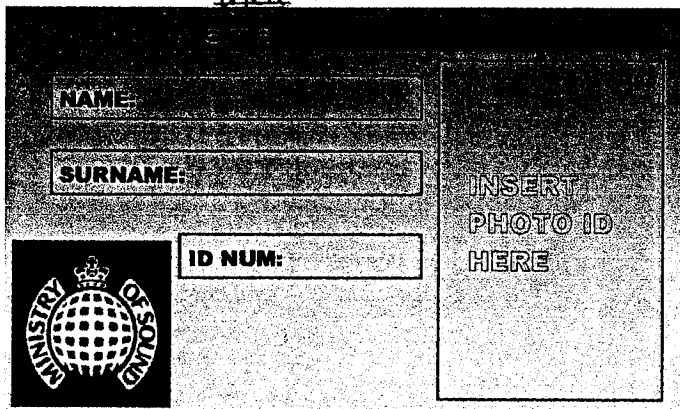
③ PASSPORT PHOTO CAN NOW FIT IN. BECAUSE I EXTENDED THE BOX AND CHECKED THAT A PASSPORT PHOTO CAN FIT IN.

IMPLEMENT : FINAL

FRONT



BACK



To check whether my final printout has no problems I will go through the testing plan like a checklist:

Testing Plan:

fully tested

- Check that it gives relevant information clearly. ✓ (ALL TEXT ARE IN CAPITALS)
- Proof read the member card, as well as ask someone else to proof read it. ✓
- Use spell check to make sure the grammar and the spellings are correct (corrected in implementation) ✓
- Make sure the important logos stand out. ✓ (Ministry of Sound logo on the front and back of card in black and white)
- Make sure the font is easy to read as well as the size and the colour. ✓ (The text is in capitals, most of the text is in black or it contrasts with the background colour.)
- Make sure the photo ID section is big enough to fit a passport photo. ✓ (corrected in implementation.)
- Make sure the card itself isn't too big. Big enough to fit easily into card holders like wallets or passes. ✓ (I have cut out the printout and fitted it into a wallet.)
- Check there is a good colour scheme by looking at the contrast. ✓
- Check I have left enough space for the issuer to fit in text in the required areas such as names, valid and expiry dates. (corrected in implementation). ✓

Evaluation

In order to evaluate my finished document I will have to look at my objectives and evaluate them:

Objectives

- The clubbing card must include required information such as identification of member and expiry date of card.

My clubbing card has the required information. I have allowed a space so you can put a passport photo onto the card and write the first name, surname as well as put an Id number on the card. It also shows the valid and expiry date on the front of the card.

- It must be double-sided, a pocket size and in colour so it will be attractive, not too big to distribute, but enough space for all the required information.

I have made the clubbing card double sided with an attractive design, valid and expiry dates on one side and the information about the member on the other side. Both sides of the card are in full colour. I have made it so that the member card can conveniently fit into card holders such as wallets and passes.

- It must be attractive with relevant images and logos.

I have chosen a good colour scheme to my liking and my users liking. I have inserted some images that are definitely related to the clubbing card as it has been imported from the Ministry of Sound website of people clubbing and other clubbing related pictures. I have clearly added the ministry of sound logo on the front and the back of the clubbing card and it is very distinctive on both sides of the card.

User's comments:

Overall, the design satisfies me - simple yet attractive. I like the colour combinations as it makes the card very eye catching. However, I think that the two pictures of the club on the front of the card is just a bit too colourful, which makes the eyes sore to look at. I believe you could have replaced this with a better image of the club instead. On the back of the card, I think that "ID NUM" should be rewritten as "ID NO." as it is well known this way. The "FREE ENTRY" highlighted on the front of the card in orange could have been highlighted in a different colour to the rest of the card, so that it stands out and emphasizes on the card's purpose. Other than that, the card is designed very well and I think you have done a great job. Thank you.

Answer to user's comments:

The user mentioned that the two pictures on the front of the card were too bright. I think the user is actually right by saying that but then again most images of big clubbing events are very bright and vivid and I wanted to give a realistic view of what it would be like. I totally agree with the user with the suggestion of changing 'ID NUM' to 'ID NO' I would definitely change that if I had another chance to improve as it is more commonly used

Original objectives evaluate

User Comments

Changes

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and it seems more professional. The other suggestion of changing the background colour of 'FREE ENTRY' was an important issue because it was apart of my objectives or testing plan to make sure that relevant information stands out. I thought that orange was a good colour to use as it fitted in with the colour scheme of the card and that it was also bright but changing it to a different colour or making the text box bigger would have made the text stand out more which would have solved the problem of making the text stand out.