



Desktop publishing project

NewSound

NewSound is a local company set up to professionally manage local bands and singers. It has a number of clients (bands and singers) and it tries to keep them in regular work. This involves finding performance venues, advertising and booking gigs, and keeping accounts.

Bookings have been steadily falling and the artists are starting to complain about the lack of work. Linda, the manager, has decided that more people need to know about her clients and she needs a better way of advertising their talents. She has employed you to produce professional advertising materials that can be posted to the local pubs and clubs, previous clients and anyone who contacts the company. You will need to include a banner masthead showing the company name, the articles highlighting its four main performers and a section showing contact details for the company.

The data required is shown on the next page and it is available in the PIT2 Support Files in the Project folder within the Desktop Publishing folder. The file is a Microsoft Word file called NewSound Data and contains data that can be copied and pasted into your desktop publishing program.

Collecting the data

Collect any images you intend to use in your publication and work out what sort of masthead or logo you will create for the company.



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Defining the solution

Draw a thumbnail sketch on paper of the publication you are going to create. Include on the sketch how many columns you are going to use, where guidelines will be needed, where frames will be placed and what fonts and styles will be used.



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Implementing

Use the publishing program to produce your design.

Evaluating, collaborating and managing

- 1 Ask other people to look at your design and give you feedback on how effective it is. Describe what was said and the changes you made to your design because of their comments.

- 2 What other changes did you make from your original design?



Practice IT

for the **Australian Curriculum**

Book 2
Middle Secondary



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3 What are the advantages of producing a design using a publishing program?



Project data: NewSound

Finest local bands and singers

Available for pubs, clubs, weddings, parties, 7 days a week

Location Information

45 Hilton Street, Brisbane, 4000

Phone: 0468 5099 9007

Fax: 0466 7825 1183

Email: Paula@NewSound.com.au

Performers

Rockin' Robert

Robert has been performing in the local area for 25 years. He specialises in '50s and '60s music, which has proved to be very popular at wedding receptions or concept functions run by sports clubs.

Robert has his own band consisting of a lead guitarist, a drummer and a bass player. Robert supports them on piano and harmonica. He covers most of the well-known artists of the era, including Bill Haley and the Comets, Little Richard, The Beatles, The Rolling Stones, Elvis Presley and Bob Dylan.

Robert charges \$150 per hour and is available any night of the week in the Brisbane area. For areas outside Brisbane, he is only available at weekends and a \$200 travel charge applies.

Detonator

A heavy metal band to really get your function rocking. Five guys who play hard and play loud. Ideal for school socials, rave nights or New Year's Eve parties.

Detonator have been performing together for five years and have built up a local following in Queensland. Regular sessions at Brisbane hotels have been well supported. They cut their first CD last year, published through Mushroom Records.



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Detonator charge \$2000 per gig plus expenses and are available to perform anywhere in Australia.

Buck Kingsley

A 35-year old country singer who won the Tamworth New Country Performer of the Year award in 2005. Buck has been performing professionally since 1992 with a combination of his own songs and covers of the current country music stars including Garth Brooks, John Williamson and Keith Urban.

Buck is hoping to negotiate a deal with a record company and performing regularly can only help this.

Buck usually performs solo, backing himself on guitar. However, if needed, he can call upon other musicians to back him. He is available most nights of the week and charges \$200 per hour.

Newport Convention

A folk and country music combo. Newport Convention consists of three family members who were born and raised in Newport in Melbourne. They perform a mixture of folk and country music that can best be characterised as intelligent country music.

Paula is the lead singer, Roger is the songwriter and acoustic guitarist and helps with backing vocals. Andrea helps out on piano and violin. Apart from their own music, they perform songs from Mary Chapin Carpenter, Shawn Colvin and Nanci Griffith.

Newport Convention performs regularly at folk festivals at Port Fairy and Coffs Harbour. They are available for hotels, club functions and social functions such as weddings. They charge \$200 per hour.