

Project #: W-20

Word Specialist

Level

Basic

Intermediate

Advanced

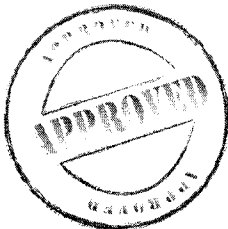


Project Title

Newsletter

New Skills:

- Using and formatting with drawing tools
- Using a newsletter format
- Inserting a bullet symbol to separate text
- Inserting shapes and WordArt



The Office
Specialist.com
The Microsoft Office Experts

Jazz My Wheels

Squeaky Clean

College Concierge

Lettuce-Do-Lunch

Lawn Enforcement

Word Specialist
Project #: W-20

Customer Name: Jazz My Wheels

Assigned to: You, the MS Word Specialist

Project Title: Newsletter

Date: (current date, 20xx)

Note: Prior to beginning this project, review the Company Overview provided on page 17.

Project Description

Jazz My Wheels is planning to franchise, but before doing so, they want to increase customer awareness about the services they offer. In order to keep loyal, repeat customers, it's important to communicate with them often and give them something of value. One of the ways to do this is through newsletter marketing.

Your Job

As the Microsoft Word Specialist, you will create an introductory newsletter about the company's services. The company's employees have already written the articles to use. Keep it to one page with two columns. Create an eye-catching masthead for the top portion of the newsletter.




Tips and Strategies

1. A newsletter is usually part of a series of publications that is formatted the same way, with stories written as a third-party observer.
2. An example of what your finished document should look like has been provided. Refer to this document for visual guidance as you complete the instructions. When you see an icon in the instructions, look for the matching icon in the finished document.

Tips and Strategies (Continued)

3. Follow these design guidelines:
 - Keep the layout simple and easy to read.
 - Design the heading as the most prominent element on the page.
 - Use a maximum of two to three fonts in the newsletter.
 - Article headings should be no more than 14 point font and text no more than 11 point font.
 - Place the most important information at the top of the newsletter.
4. Read through all of the instructions before proceeding with the project.

Instructions to the MS Word Specialist

1. Using Microsoft Word, open a new document.
2. Save the document as **Project W-20 Newsletter** in your “Word Projects” folder within the “Jazz My Wheels Projects” folder.
3. Set page margins to 0.5 inch on all sides.
4. Unless otherwise noted, the font should be set to Arial 11 point.
5. Starting on the first line of the document, key the title of the newsletter as shown in **Document W-20**. Use bold, point size 40, center-aligned. See icon .
6. Key the subtitle using point size 10, italic, center-aligned, and bullet symbols inserted where indicated. See icon .
7. Insert a 1-point line border below the subtitle and hit Enter.
8. Format the rest of the page as two 3.25 inch columns. Allow 0.5 inch between the two columns with a line inserted between them.
9. Key the remainder of the text in the newsletter and format as follows. See icon 
 - a. Format each newsletter article heading using point size 14, bold, and center-aligned.
 - b. Format the body text of the newsletter using point size 11 and justified as shown in **Document W-20**.
 - c. Use font style bold and effects as shown in **Document W-20** (optional).
10. Carefully proofread your work for accuracy and format. Your newsletter should look similar to **Document W-20**.
11. Resave the file.
12. Print a copy of the document if required by your instructor.

Document W-20

A GREAT DETAILS

B Jazz My Wheels Newsletter • Issue 10 Volume 3 • by Kevin Stuart and Rodney Edge

☆NEW CAR UPDATE



VT Cars purportedly replacing its top performer, the V32, with a new model that will likely compete against the likes of the super sports class. The new model will be powered with a V8. The super car/sports car will be drawn from the VT concept. That VT concept came with a diesel-electric hybrid system with 356 bhp (258 kW) and 800 Nm (590 lb-ft) of torque. But that model featured a turbocharged 8-cylinder diesel engine, which is hard to envision being placed under the hood of any of the competitors. That engine may make it to the streets as a VT-Series car one day, but the new supercar will more likely opt for a 4.4 liter twin-turbo V8 power plant. According to research and development, in order to make a car that is competitive, it will need to be "intelligent and dynamic-looking." And that's just what they are doing with the new model.

The Buzz About Body Kits

Of course, with body kit popularity on the rise, they are having a stronger influence among car enthusiasts and playing a large role in the marketplace. People are talking about their future role in the car market. Some dealerships want nothing to do with body kits or their accessories. Some dealers state, "We don't build cars, sell body kits or parts." While other companies that specialize in the design of full body kits (www.customcarthings.vroom) say they have the "the largest selection of high quality name brand body kits and ground effects, including carbon fiber, Kevlar and light weight fiberglass hoods, side skirts, and front and rear custom bumpers. All will be shipped factory direct to you!"

WE ARE NOW OPEN SUNDAYS
10:00 A.M. TO 3:00 P.M.



Our services are top notch! Learn why ...

- All-inclusive customer service across all brands
- Our technicians and parts consultants are well-trained and certified to answer questions about all the products we carry.
- Services include:
 - Window tinting
 - Remove start and security systems
 - Navigation
 - Wheels 'n tires
 - Custom audio and video
 - "A Cut Above" auto detailing
 - Restorations

coming soon!

Jazz My Wheels has just finished negotiations with the City of Shoreline to sponsor and facilitate a restoration car show scheduled for next year's July 4th festivities. It will be held at the local fair grounds and will feature a showcase of restored cars from the years 1955 to 1975. Workshops will be offered for the restoration enthusiasts who are interested in learning more about the business of restoration, the most sought after parts, and where to market their finished products.

Our certified mechanic specialists will be on hand to answer any and all questions along with our service providers who will be available to offer on the spot service and parts installations.