

# Lesson Plan

**Course:** Graphic Arts I

**Session Title:** 10-up business card

**Performance Objective:**

Upon completion of this assignment, the student will be able to compose a precise 10-up layout of a 3.5 x 2 business card.

**Specific Objectives:**

- Demonstrate the ability to create one business card.
- Demonstrate the ability to create a 10-up layout for their designed business card.
- Use multiple paste options to create precise placements of copied image and/or text.

## Preparation

**TEKS Correlations:**

**125.93(c)(1)(D)**

apply the competencies related to resources, information, systems, and technology in appropriate settings and situations.

**125.93(c)(2)(A)**

demonstrate effective oral and written communication skills with individuals from varied cultures, including fellow workers, management, and customers;

**125.93(c)(3)(B)**

demonstrate knowledge of electronic and other image generation devices for reproduction photography;

**125.93(c)(5)(A)**

compose types and related images using computerized or other equipment and processes in art and copy preparation as directed;

**125.93(c)(5)(C)**

create communication materials utilizing color, text, and graphics;

**Interdisciplinary Correlations:**

**English:**

**110.xx (7) – Reading/comprehension**

**110.xx (7)(A) – establish a purpose for reading such as to discover, interpret, and enjoy;**

**110.xx (7)(B)** – draw upon his/her own background to provide connection to texts;

**110.xx (7)(H)** – draw inferences such as conclusions, generalizations, and predictions and support them from text;

**Computer Science I:**

**126.22(c)(2)(A)**

Demonstrate proficiency in the use of a variety of input devices such as keyboard, scanner, voice/sound recorded, mouse, touch screen, or digital video by appropriately incorporating such components into the product;

**126.22 (c)(7)(B)**

Use visual organizers to design solutions such as flowcharts or schematic drawings;

**126.22 (c)(9)(C)**

Seek and respond to advice from peers and professionals in delineating technological tasks;

**126.22 (c)(11)(A)**

Publish information in a variety of ways including, but not limited to, printed copy and monitor displays;

**126.22 (c)(12)(B)**

Seek and respond to advice from peers and professionals in evaluating the product;

**Teacher**

References:

1. Teacher made handout.

Instructional Aids:

1. 10-up Business Card PowerPoint Presentation
2. 10-up Business Card PowerPoint Presentation – Slides
3. 10-up Business Card PowerPoint Presentation – Handouts
4. 10-up Business Card PowerPoint Presentation – Notes Pages
5. Exercise Handout: How to make a 10-up layout for a business card
6. 10-up Business Card Exam
7. 10-up Business Card Exam Key

Materials Needed:

None

Equipment Needed:

1. Projection system to display PowerPoint presentation [PC/Monitor, PC/Projector, etc.]
2. Class set of Macintosh computers with Adobe PageMaker 7.0

**Learner**

1. Students should read be able to operate basic commands using PageMaker software
2. Students should know steps in planning a creation.
3. This lesson can be taught with only the PowerPoint presentation and worksheet handouts.

## Introduction

### Introduction (LSI Quadrant I):

Possessing knowledge to create simple documents will be your base foundation for extending your career in graphic arts. You will be able to solve problems that may arise quickly and easily.

Graphic Art typesetters use horizontal and vertical positioning in pasting multiple layouts.

What happens if you do not pay attention to the width and depth measurements for job requirements? [The job will be typeset incorrectly and will be costly if it makes it to the press areas. Wasted time and material in a 70+ employee company. Hourly pay of \$12.00 an hour- electronic pre- press technician. Hourly pay of \$18.00 an hour- press operator. Estimated \$10 per yard for film. Hourly pay of \$11.00 an hour- Image assembly person. Estimated \$25 for each metal plate- 1 color per plate. And cost of paper, ink and supplies].

Understanding Orientation is important. Layout position is determined according to the job. So pay attention to details and job specifications.

## Outline

### Outline (LSI Quadrant II):

1. Introduce multiple paste up to students utilizing a PowerPoint presentation;
  - a. Introduce students to the requirements for the activity
  - b. Introduce students to knowing measurement of the card size to be set. (3.5" x 2")
  - c. Introduce students to margin size used for card (.25")
  - d. Demonstrate hexadecimal to decimal conversion
  - e. Demonstrate hexadecimal to binary conversion
2. Steps for creating a 10-up business card layout
  - a. File setup
  - b. Guideline placement
  - c. Typesetting
  - d. Multiple pasting into position
  - e. Saving file
  - f. Printing file

## Application

### Guided Practice (LSI Quadrant III):

Teacher demonstrates the activity in a quick 2 minute review after each student has received and read the *Exercise Handout: How to make a 10-up layout for a business card*. The

demonstration of the 10-up business card layout created is what the student's work should resemble.

**Independent Practice (LSI Quadrant III):**

1. Students work independently to complete the 10-up business card activity as outlined on the *Exercise Handout: How to make a 10-up layout for a business card.*

**Summary**

**Review (LSI Quadrants I and IV):**

1. Ask students if they have any questions.
2. Demonstrate [one more time] the steps the students used to create their 10-up business card.
  - File setup
  - Guideline placement
  - Typesetting
  - Multiple pasting into position
  - Saving file
  - Printing file

**Evaluation**

**Informal Assessment (LSI Quadrant III):**

1. Teacher will monitor student progress during independent practice and provide independent re-teach/redirection as needed.

**Formal Assessment (LSI Quadrant III, IV):**

1. Administer a timed hands-on skill test as well as a written exam to evaluate student knowledge of lesson content.

**Extension/Enrichment (LSI Quadrant IV):**

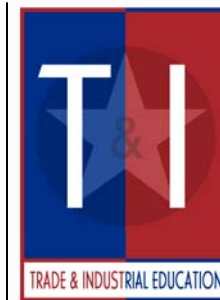
1. Students that have mastered the 10-up multiple paste techniques can show those students [one-on-one] that are having difficulty their distinguishing vertical from horizontal positioning.
2. Students can display their layouts on the student work bulletin board for visitors to observe.
3. Students can create layouts for customers ordering business cards.

# Graphic Arts I

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10-up Business Card

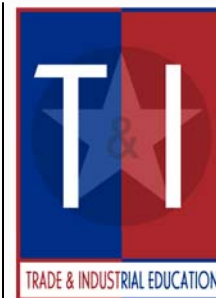




# Making a 10-up Layout

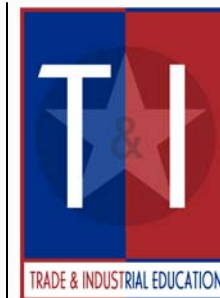
Materials needed:

- Computer with Adobe PageMaker
- Instructions for activity



# File Setup

- You need to know the measurement of the item you are typesetting. You will be using the standard size of 3.5" x 2".
- You need to know the margins you will be using on the item you are typesetting. You will be using .25" margins.



# Your Business Card

- When designing your business card, you need to make sure that you are using an appropriate and readable font
- Read over your exercise worksheet for this typesetting assignment
- You will need to follow the instructions step by step to ensure you will have the desired outcome

# Graphic Arts I

## 10-up Business Card



## Making a 10-up Layout



Materials needed:

- Computer with Adobe PageMaker
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# Graphic Arts I

10-up Business Card



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1

## Making a 10-up Layout



Materials needed:

- Computer with Adobe PageMaker
- Instructions for activity

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Graphic Arts I - 10-up Business Card

2

- Safety rules protect you and those around you from injury.

Whose responsibility is safety and health in the classroom laboratory?  
(Students', teachers', everyone's)

## File Setup



- You need to know the measurement of the item you are typesetting. You will be using the standard size of 3.5" x 2".
- You need to know the margins you will be using on the item you are typesetting. You will be using .25" margins.

## Your Business Card



- When designing your business card, you need to make sure that you are using an appropriate and readable font
- Read over your exercise worksheet for this typesetting assignment
- You will need to follow the instructions step by step to ensure you will have the desired outcome

## How to create a 10-up layout for a business card

You will create a 3 ½" x 2" business card. After you have your final layout, you may proceed to the computer.

Open PageMaker

File- New Document

Input 7 x 10

Input .25 *margins* for left, right, top & bottom

Click ok

Go under Layout

Select Column Guides

Input 2 – columns

For space between, double the margins used to set up document.

Click ok

Go to the top ruler and drag down a ruler to every 2-inch mark. (2, 4, 6 & 8).

Go back to the top ruler & drag a ruler to .25 above every 2-inch mark.

Again, go back to the top ruler & drag a ruler to .25 below every 2-inch mark.

Save to disk/zip. Use your name in document's title. For example: Bcard-Chris or Erika's Bcard.

Begin typesetting b-card in the top left box.

Position all information and graphics according to your layout.

After your first card is complete, use the pointer tool and select all. Copy.

Go under edit and select multiple paste.

Input 1 copy. Horizontal – 3.5 inches. Vertical – 0 inches.

Use the pointer tool and select all. Copy.

Input 4 copies. Horizontal – 0 inches. Vertical- 2 inches.

When you print, select the options button and click on printer's marks.

Turn in your laser for grading.

Remember to save often. It will prevent you losing your work and having to start over from scratch.

## 10-up Layout Exam Key

1. What size is your document? 7x 10
2. What is the amount of margins used? 4
3. What is the measurement used for margins? .25"
4. What menu did you find column guides under? Layout
5. What is the amount of columns used in this activity? 2
6. How do you calculate your space between your columns? Double your margins used in document setup.
7. What is the name of the finished product? A business card
8. What is the name of your software used to create this layout? Adobe PageMaker
9. Where did you drop your rulers? At every 2 inch mark
10. What is the measurement of your finished product? 3 ½ x 2
11. What tool did you use to select items? Pointer tool
12. What command do you use to place your information into the block to the right of your typeset card? Multiple paste
13. How many copies did you have on your page when you were done? 10
14. What direction is the width of your card? Horizontal
15. What direction is the depth of your card? Vertical
16. Where did you find the size of your card? From your layout
17. How did you know what font to use on the card? From your layout
18. How did you title your document? With my name included in the title
19. How will the instructor know it is your laser without you writing on it? File name and register marks prints out when you select printer's marks
20. Why do you have to save often? So you don't have to start from scratch after losing your work

## 10-up Layout Exam

1. What size is your document?
2. What is the amount of margins used?
3. What is the measurement used for margins?
4. What menu did you find column guides under?
5. What is the amount of columns used in this activity?
6. How do you calculate your space between your columns?
7. What is the name of the finished product?
8. What is the name of your software used to create this layout?
9. Where did you drop your rulers?
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12. What command do you use to place your information into the block to the right of your typeset card?
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