

# Create and Design a Picture Postcard

**OBJECTIVE:**

To create a picture postcard

**PROJECT OVERVIEW:**

While today's technology-driven world allows us to receive written messages via "texting" and e-mail, nothing beats a handwritten note. One of the nicest things to receive via "snail-mail" is a picture postcard from a vacationing family member or friend. The postcard says, "Even though I'm away, I'm thinking of you." In this project, you will use your desktop publishing software to create a picture postcard.

**GET TO KNOW WHAT YOU'RE DESIGNING:**

A typical picture postcard is printed on cardstock paper, with one side devoted to a graphic image (usually a color photograph of some vacation destination) and the other side for message writing (including room for the recipient's address and a postage stamp). Often the picture featured on the card includes a personalized message, such as "Wish you were here!"

**STRATEGIES AND DESIGN TIPS TO FOLLOW:**

1. Think about somewhere in the world you've always wanted to visit and, via the Internet, search for graphic images of your dream vacation spot.
2. For the headline of the postcard, use a font that captures the atmosphere of the vacation spot featured on your postcard.
3. Carefully read through all parts included in this project. Before beginning any work on your computer, use a blank sheet of paper to sketch the layout and design of the document you will be creating.

## Project #13: Create and Design a Picture Postcard *(continued)*



### INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.
2. Save the file as "**Picture Postcard**" to the "Publish It!" folder.
3. Set up your document using the "Page Setup Instructions" provided on the next page.
4. Complete the "Content and Design Steps to Follow" provided below.
5. Proofread your work carefully for accuracy, design, and format.
6. Resave the file.
7. Print a copy of the document. Refer to the "Suggested Printing and Finishing Instructions" provided below.



### CONTENT AND DESIGN STEPS TO FOLLOW:

1. Establish where your postcard will be sent from (your dream vacation spot, for instance) and who the recipient will be.
2. Include the following on the **front side** of your picture postcard:
  - One graphic image or photo, depicting your vacation spot (The graphic image should cover the entire front side of the postcard)
  - A headline message that correlates with the graphic image (This message should be placed on top of the graphic image)
  - An ornamental border (optional)
3. Include the following on the **back side** of your picture postcard:
  - An area for the sender to write a message
  - A brief description of the front side graphic image
  - Three lines for the sender (you) to write the recipient's address (as shown in the page setup illustration provided on the next page)
  - A small box or graphic image of a postage stamp placed in the upper right-hand corner
  - Place a vertical line in the middle to separate the message and address areas
4. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.
5. Go to Step 5 in the "Instructions" provided above.



### SUGGESTED PRINTING AND FINISHING INSTRUCTIONS:

1. Print the document on cardstock or photo paper.
2. Using scissors, trim both sides of the picture postcard.
3. Glue, tape, or staple to attach both sides of the postcard together.

# Project #13: Create and Design a Picture Postcard (continued)



## PAGE SETUP INSTRUCTIONS:

- # of pages:** 1
- Dimensions:** 8.5 x 11 inches
- Margins:** None
- Orientation:** Portrait
- Other:**
1. Using the rectangle tool, draw a rectangle that measures 6 inches wide by 4 inches tall, giving it a 1 pt. border. Position the rectangle in the upper half of the page, centered horizontally. This rectangle represents the front side of your picture postcard.
  2. Copy and paste the above rectangle and position it in the lower half of the page, centered horizontally, making sure the boxes do not overlap. This rectangle represents the back side of your postcard.

