

# Create and Design Personalized Coupons

**OBJECTIVE:**

To create a packet of personalized coupons

**PROJECT OVERVIEW:**

Just because you're low on cash or have a tight budget doesn't mean you can't give someone a thoughtful gift that comes directly from the heart. A great way to surprise friends and family is to give them a packet of coupons, customized with a variety of services you can offer, such as doing extra-special house chores, like raking the yard. The recipient can redeem these coupons later for these special services. In this project, you will create a packet of personalized coupons to be used as a gift.

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

Your assignment is to come up with six redeemable gift coupons, each one offering a different service you can extend to the recipient. Stretch your imagination with this project. The ideas are limitless. You can create coupons for "free hugs," doing extra chores, or cooking a meal.

**STRATEGIES AND DESIGN TIPS TO FOLLOW:**

1. Generate a list of favors or services to include in your personalized coupon packet. For instance, if the coupons will be given to your parents as a gift, you can offer to do extra chores around the house like cleaning the garage or serving breakfast in bed.
2. Consider if the coupons will be used for a specific length of time or if they are to have "no expiration date."
3. Think up some fun, even silly, coupons to include, such as "This coupon is good for a promise to keep my singing in the shower down to a dull roar." Be creative and clever!
4. Consider using graphic images to create backgrounds for each coupon, perhaps even including a picture of yourself on one of the coupons.
5. To give your coupons a more realistic look, place a "cut here" dotted-line border around each one.
6. This is a document that has no design limitations. You can use a variety of fonts and other design elements to make your coupons look very creative.
7. 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 #17: Create and Design Personalized Coupons *(continued)*

## INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.
2. Save the file as **"Personalized Coupons"** 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. Decide who will receive the personalized gift coupons and for what occasion, if any.
2. Lay out your six gift coupons according to the page setup instructions provided on the next page.
3. Include the following on each coupon (each coupon must contain a different service):
  - A message briefly detailing the service to be redeemed
  - A graphic image appropriate to conveying your message
  - The expiration date (if applicable)
  - A bordered frame such as a "cut here" dotted line (optional)
4. Add additional text and/or graphic elements to help enhance the look and design of the document.
5. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.
6. Go to Step 5 in the "Instructions" provided above.

## SUGGESTED PRINTING AND FINISHING INSTRUCTIONS:

1. Print the document on cardstock or colored paper.
2. Use scissors to trim the edges of each coupon, stack them, and then staple together.

## Project #17: Create and Design Personalized Coupons (continued)



### PAGE SETUP INSTRUCTIONS:

- # of pages:** 1
- Dimensions:** 8.5 x 11 inches
- Margins:** .25 inches on all sides
- Orientation:** Portrait
- Other:**
1. Using the rectangle tool, draw a square that measures 3 inches wide by 3 inches tall, giving it a 1 pt. border. Position this square in the top left-hand side of the page. This square represents the first coupon.
  2. Copy and paste the square five times and position them as shown in the illustration provided below. You should now have a total of six squares representing the six coupons. The contents of each coupon should be placed within these rectangles.

