Create and Design an Event Program

◎ OBJECTIVE:

To create a program for an event

PROJECT OVERVIEW:

"Get your programs here!," is a phrase often overheard in baseball stadiums around the country. Programs are a popular, effective way to deliver information to attendees of sporting events, school plays, graduations, banquets, and many other events and occasions. In this project, you will use your desktop publishing software to create a program that promotes an event or occasion of your choice.

? GET TO KNOW WHAT YOU'RE DESIGNING:

Event programs are typically formatted using a booklet style. Event programs are either sold or given to event attendees and communicate a variety of information about the event. Although the content in event programs varies based on the event, it generally includes the event's agenda, a list of participants, background information, and the time and date of the event. Event programs are often saved as keepsakes to remember the occasion.

💡 STRATEGIES AND DESIGN TIPS TO FOLLOW:

1. Decide on an event or occasion, either real or fictitious, to create your event program for. Some events to consider include school plays, sporting events, musical performances, honors night, etc.

2. Gather important information about the event you have chosen including the agenda, a list of participants, background data, and the date, time, and location.

3. The design of the event program should be elegant and professional. Given this, consider using a classic font such as Times New Roman or Arial.

4. Choose graphic images that are relevant and appropriate to the event.

5. As you lay out the text and graphics, be sure to allow for plenty of "white space," which will aid in making the program easy to read.

6. Obtain samples of event programs to use as a guide as you design your own.

7. Carefully follow the page setup instructions and illustrations provided so that you set up your document properly.

8. Carefully read through all parts included in this project. Then use a blank sheet of paper and fold it in half (as shown in Diagram 31-1 on page 123) to plan your event program before beginning any work on the computer.

INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.

2. Save the file as **"Event Program"** 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 on the next page.

CONTENT AND DESIGN STEPS TO FOLLOW:

1. Prior to beginning this project, decide on an event or occasion, either real or fictitious, to create your event program for.

2. Include the following on the **front cover panel** of the event program:
   - The title of the event
   - The date, time, and location of the event
   - Graphic images that are relevant to the event
   - A border to frame the contents of the front cover panel

3. Include the following on the **inside left and right panels** of the event program:

   - A chronological agenda of the event
   - A list of event participants and what role or title they are performing at the event. For example, if you are creating a sporting event program for a baseball team, list each player and what position he/she plays
   - A brief paragraph summarizing the significance of the event
   - Graphic image(s) that help illustrate the information included on the inside left and right panels
   - A border to frame the contents of the inside left and right panels
   - Add additional information relevant to the specific event you have chosen

4. Include the following on the **back cover panel** of the event program:

   - A list of people and/or businesses who sponsored the event (if applicable)
   - Special "thank you" and/or acknowledgement statements (if applicable)
   - A border to frame the contents of the back cover panel

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.

🖥 PAGE SETUP INSTRUCTIONS:

# of pages: 2

Dimensions: 11 x 8.5 inches

Margins: .25 inches on all sides

Orientation: Landscape

Other:

1. Be sure you have created a two-page document.

2. On the master page (or each individual page), place vertical guides at 5.25, 5.5, and 5.75 inches. These guides divide each page into two equal panels, which represent two "mini-pages." You should now have two panels per page, for a total of four panels. The left and right page numbers of each mini-page and the panels, are labeled accordingly in the page setup illustrations provided on page 124. When the pages are folded, they will take the form of a booklet (as illustrated in Diagram 31-1 below).
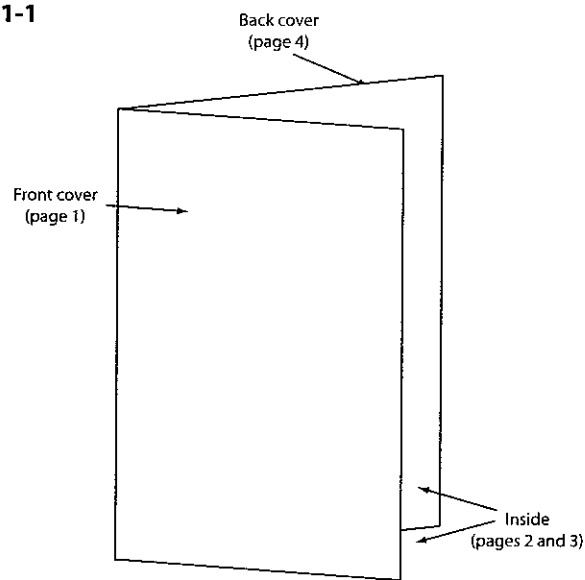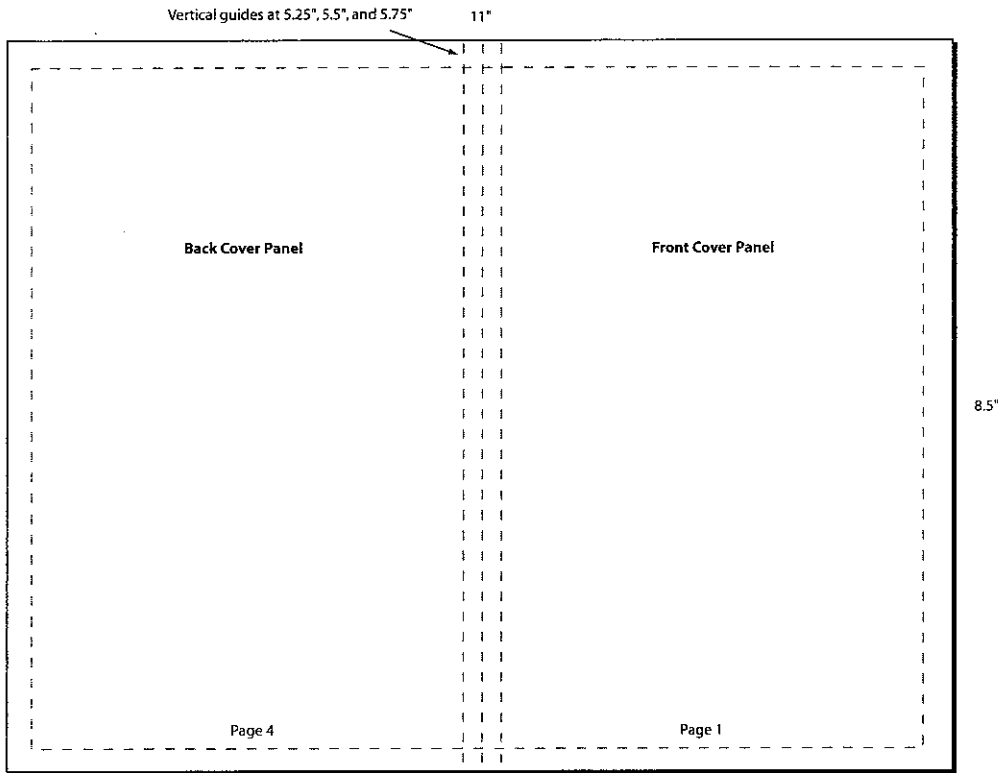
Diagram 31-1

Back cover
(page 4)

Front cover
(page 1)

Inside
(pages 2 and 3)

Illustration of what the event program
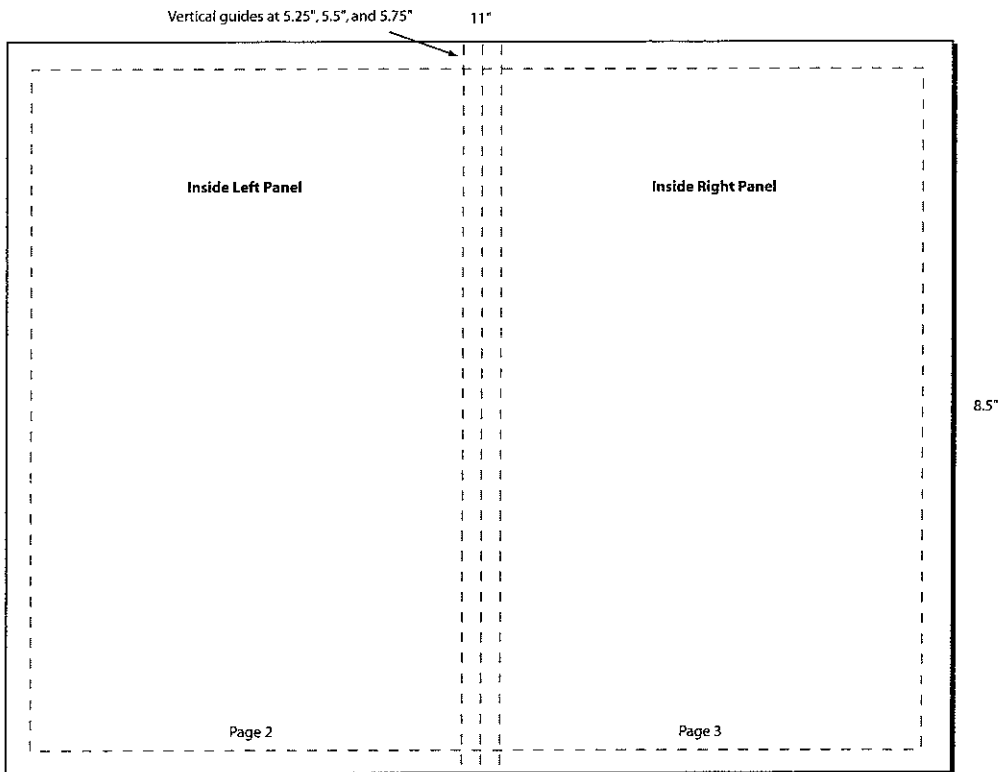should look like when folded

🖨 SUGGESTED PRINTING AND FINISHING INSTRUCTIONS:

1. Print both pages of the document back-to-back.

2. Fold the pages in half to complete your event program.

Vertical guides at 5.25", 5.5", and 5.75"   11"

Back Cover Panel

Front Cover Panel

8.5"

Page 4

Page 1

Page 1 of 2

Vertical guides at 5.25", 5.5", and 5.75"   11"

Inside Left Panel

Inside Right Panel

8.5"

Page 2

Page 3

Page 2 of 2

Publish It!