NEWSLETTER

Dr. Anthony T. Atkins
English 204
Newsletter

150 Possible Points

Newsletters are a common piece of writing for many technical writers depending on the type/kind of occupation you may acquire. The newsletter is also something that many people, even those without technical writing experience, find themselves creating. You maybe expected to create such a document for an organization you are a part of (church, sorority/fraternity, sports team, club, etc.), for example. The newsletter also incorporates images and texts, and begs the creator/author to make design decisions based on layout, color, typography, and content (think of the laws of Gestalt here).
For this assignment, you will need to choose a topic that will provide enough information to fill four 8 and 1/2 x 11 pages (the front & back of two pieces of standard paper). If you begin to run out of things to include/say/write, etc. then you have chosen a poor topic, so choose carefully.

Specific Guidelines

You should use the entire 4 pages available to you. While you are free to create your own design, you should use graphics and/or images, and text. Be consistent with font sizes, colors, layouts, and designs. Your project will be based on the Gestalt Laws of visual perception and groupings.

You will submit the following:
What: 1 hard color copy | 1 pdf copy
Where/how: You will submit the hard copy in class. You will email the pdf version with the subject line: <newsletter> and the document titled your last name.pdf (example: smith.pdf) (also done in class).

While grades are based on the laws of Gestalt, you must also work in class and come to class prepared to work on this newsletter. I fully expect you to be working on this project diligently. Those not working and failing to bring a rough draft when asked will have lower final grades than those who comply. Also, be sure not to overuse text or graphics. You want a balance of both. Be sure the graphics/images give meaning to your text. In other words, do not place random images in your newsletter—make them "mean."

See the online schedule for due dates
See the Grade Rubric Below

Anthony T. Atkins
Grading Scale/Grid
Newsletter

(This grading grid takes into account the specifications found on the assignment sheet. The assignment sheet indicates the laws of Gestalt, but we also looked at a number of examples to illustrate what newsletters should look like, etc.)

Submitted on Time and in proper file format with files named appropriately	10 points
All components submitted (color hard copy and pdf). Hard copy should be one piece of paper folder down the center	10 points
Contrast (color is included here)	
Font, line thickness, color, horizontal and vertical element	20 points
Repetition	
Headings, design organization, repeated bullets, images, etc.)	20 points
Law of Continuation (alignment/spacing)	
Spacing (odd spacing or off spacing with margins, etc.)	30 points
Law of Similarity (Proximity)	20 points
Group related items together	
Images	15 points
Images must have a high quality (cannot have cloudy, blurry or otherwise indistinguishable features). Cannot have too many images or images that overrun your text	
Writing	20 points
Text is well-written. Few typos or wrong words, adequate length for space and writing or text is balanced with images—too much text, for example.	
Credit sources (images or text), if needed	5 points
Logos and copyrighted images or borrowed text should be cited in some consistent way	