

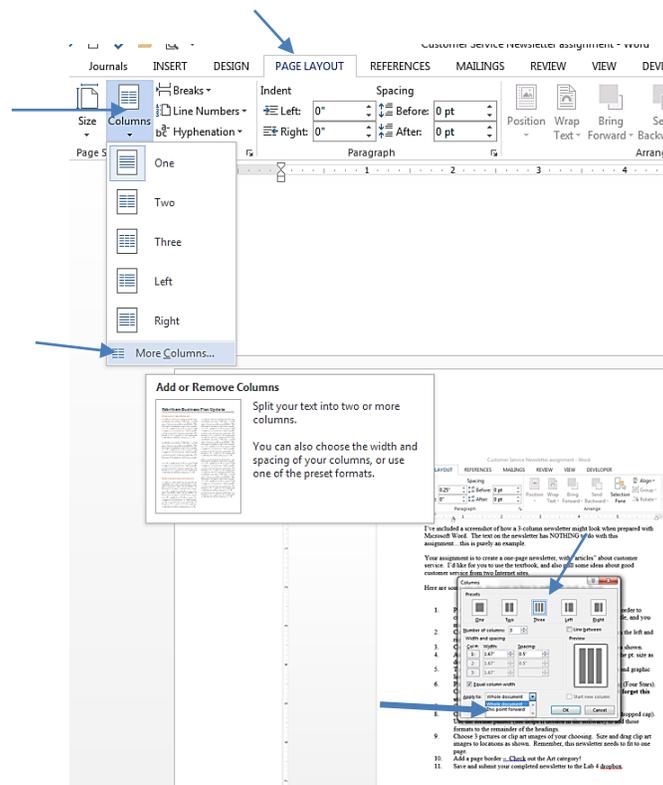
Customer Service Newsletter Assignment

Your assignment is to create a one-page newsletter, with “articles” about customer service. I’d like for you to use the textbook, and also pull some ideas about good customer service from two Internet sites.

I’ve included a screenshot of how a 3-column newsletter might look when prepared with Microsoft Word. The text on the newsletter has NOTHING to do with this assignment...this is purely an example.

Here are some specific directions on how to make this work in Word:

1. Press Enter 5 times at the beginning of a new blank document in order to create blank lines at the top (this will give you room to make a title, and you may need to go back later and delete these lines).
2. Change the margins (Page Layout, Margins, Custom Margins) on the left and right to .5 inches.
3. Create the title in WordArt (Insert, WordArt), sized and placed as shown.
4. Add a graphic line (Insert, Shapes) below the title, and increase the pt. size as desired.
5. Type the second line of text (Monthly Newsletter...). Add a second graphic line as shown, changing the pt. style as desired.
6. Place the insertion point at the beginning of the first side heading (Four Stars). Change the text layout to 3 columns. See the following illustration for the steps to follow.



7. Create a dropped cap for the “F” in Four (Select the “F”, Insert, Drop Cap, Dropped). This would be optional.
8. Change the font for Four Stars to 14 pt. and bold (other than the dropped cap). Repeat for the other article headings.
9. Choose 3 pictures or clip art images (Insert, Pictures or Online Pictures for clip art) of your choosing, related to customer service. Size and drag clip art images to locations as shown. A hint for moving images...with the image selected, click on the Format tab that appears at the end of the tabs. Click on Wrap Text, then click Tight. This will allow you to move the image and the text will flow around the image. Remember, this newsletter needs to fit to one page, so your images will need to be small!
10. Add a page border if you wish – Design tab, Page Borders, choose desired options, OK.

When you are finished, save and submit your completed newsletter to the appropriate location.

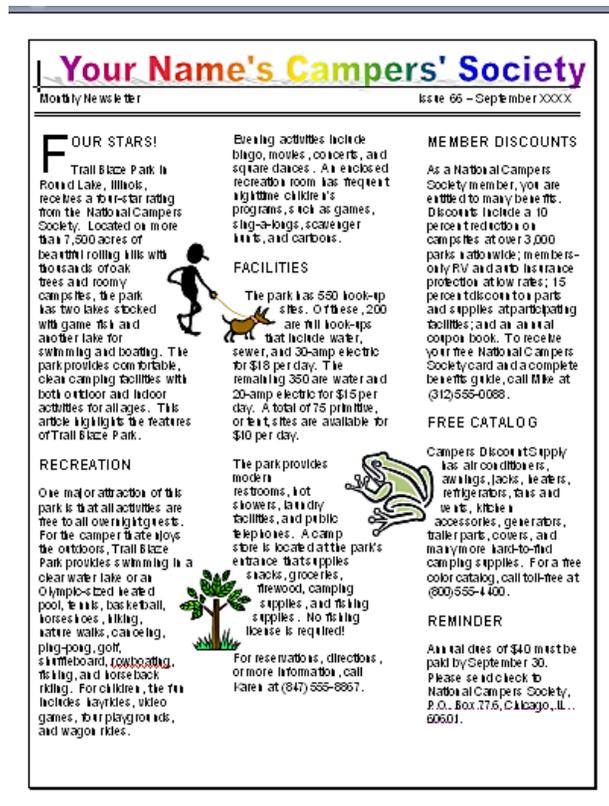


Figure 1: Example of layout only...the text will be your own.