

ACTIVITY 7-1

Name: _____ Date: _____

Company Newsletter

Background: Extreme Sports Rentals is a fictional company that rents extreme sports equipment from snowboards to skateboards. They also provide rental packages for vacation resorts.

Directions: Lay out a two-page newsletter for Extreme Sports Rentals, including the three stories supplied on the *Introduction to Multimedia* Web site or provided by your teacher. You may also choose to include photos from the supplied collection. A mock-up of the newsletter has been provided on the *Introduction to Multimedia* Web site as an example. You may use the space below to plan your newsletter.

To complete the newsletter, you must:

- ◆ Use a design layout with some style graphics (such as color boxes or arches).
- ◆ Use the text titled “Lead Story” for the main story on page 1 of the newsletter. Add a picture that will go with the lead story. You may find your own picture or use the support files on the *Introduction to Multimedia* Web site or a picture provided by your teacher.
- ◆ Use the text titled “Employee of the Month” for the second story on page 1 of the newsletter. Add a picture that will go with the employee-of-the-month story. You may find your own picture or use the support files on the *Introduction to Multimedia* Web site or a picture provided by your teacher.
- ◆ Use the text titled “New Publication” story for the last story on page 2. Add clip art that would be appropriate for the story.
- ◆ Write a mission statement (a statement of the company’s purpose) for Extreme Sports Rentals to go on page 2 at the top of the page. The mission statement should be between 50 and 75 words long. You can find more information about Extreme Sports Rentals on the *Introduction to Multimedia* Web site .
- ◆ With your teacher’s supervision, use other pictures or clip art imported from the World Wide Web or other online services as needed to complete your newsletter. Obtain permission or cite sources, as needed.

Project Notes
