ILLUMINATE SKATEBOARD COMPANY

WORD PROCESSING PROJECT

MONTHLY NEWSLETTER

GCSE IT
DECEMBER 2000

Bedford Modern School
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TABLE OF CONTENTS

A) INDENTIFICATON

1. The Problem

The Manager of Illuminate Skateboard Company in Milton Keynes came to me and said: "Our Company newsletters are rubbish. They are typed on an old typewriter, look unprofessional an d give the company a bad name. What's more they make me look bad. I've decided you're the best man for the job. I need a professional newsletter with company logos, pictures and clear format. Please help!"

To solve the problem I will use Microsoft Word to produce the newsletters and make them look professional and neat through the use of templates to standardise format and presentation.

2. Software/Hardware

Firstly the company needs a computer and I have suggested that the company buys a package deal for a P entium 3 desktop machine with colour printer, modem and CD re-writer.

For software, the package includes Windows 98 version 2 and Office 2000. For the project I am using Microsoft Word 2000 to produce the newsletter.

3. Tools

Within Word 2000 I will use a template to produce a standard newsletter format and Macros to facilitate some editing functions.

Mail Merge will be used to send the newsletter to subscriber and save the company time sorting and distributing the document each month.

4. Other Tools

No other tools are used in the project. This will be the company's first computer and the system has to be simple to use. The newsletter could have been produced using MS Publisher but is considered a little complex at this stage. Word will be used for routine administration work and the users will become very familiar with its use. Word pad and Note pad are not considered appropriate. In future when the production of the newsletter is to a good quality we will switch to MS Publisher. MS Excel would not have been suitable for this type of newsletter as it is mainly a text and picture document as opposed to numbers and formulas (spreadsheet based). Microsoft Power point is a very sophisticated presentation tool but for this newsletter it is too limited. Power Poi nt is mainly used for presentations and O.H.P's. MS Project is a very specific tool for controlling projects and is not applicable to this exercise. MS Works could be used but Word is more powerful and used extensively in business.

B) ANALYSIS

1. General approach to the solution

We need to introduce the computer to the company and train the staff to use the software. In particular the two people who usually write the newsletter have to be trained in Word and the use of the newsletter template.

The template is designed to give the writer a standard format that contains the newsletter title, logo, company name and address, contact details, etc. The Macros are designed to make the posting of articles, adverts, graphics and pictures easier.

2. Information and data sources

    a) Examine old newsletter for content and type of text, graphics and pictures produced.
    b) Discuss problems and possible improvements with company management and staff
    c) Discuss current newsletter, problems and possible improvements with customers.
    d) Look at web sites and other newsletters for comparisons and ideas.
    e) Obtain company logo/identity information from the company.

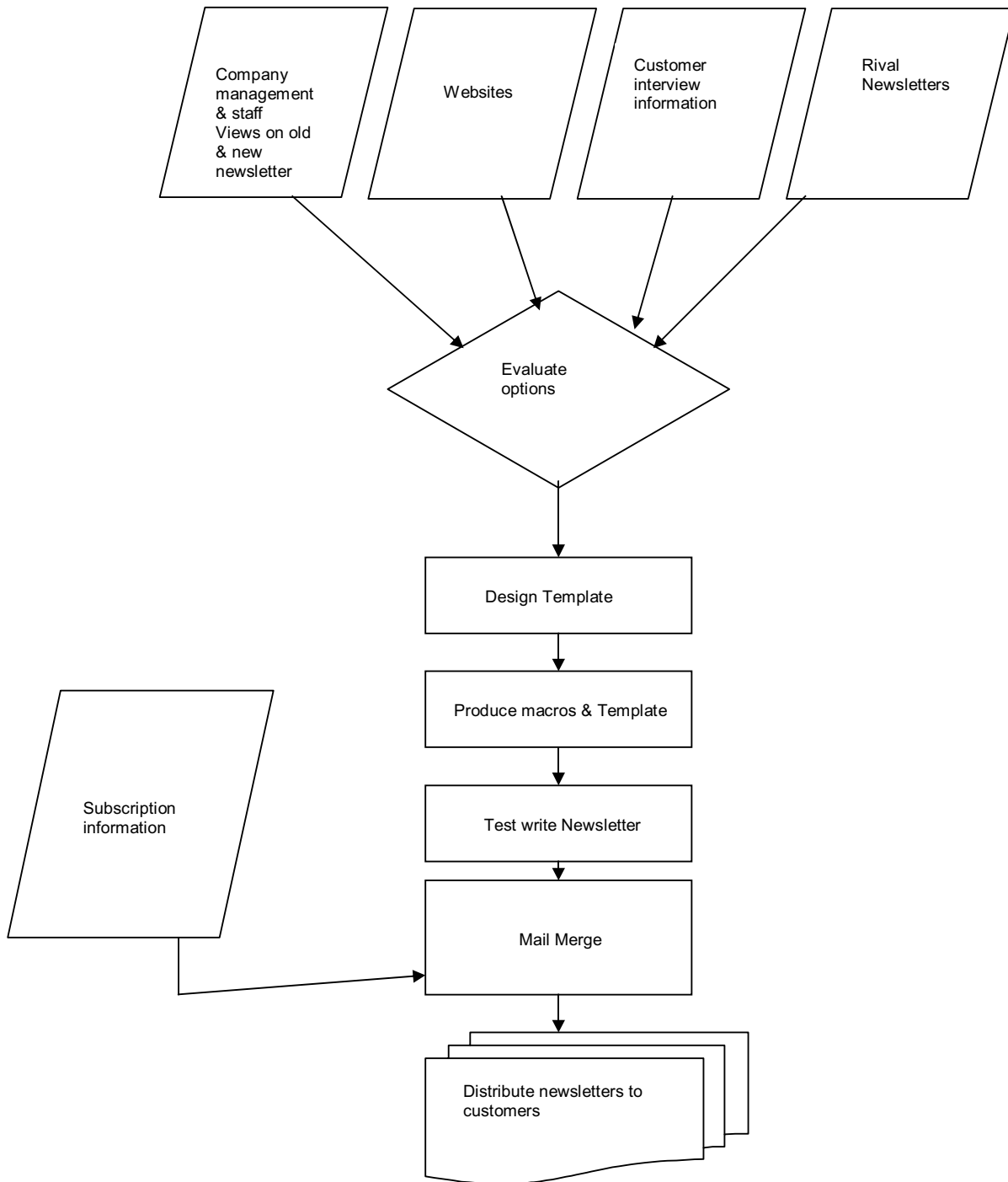### 3. Structure

Data is generally text with some graphics and pictures. The text will contain some price information, technical details and specifications of the skateboards and other equipment on offer or being reviewed.

4. Type of Data

The newsletter may include charts and diagrams but these will be pasted onto the template having been produced on other software such as for example Excel.

5. Data Flow Chart

```
Company          Websites       Customer        Rival
management                      interview       Newsletters
& staff                        information
Views on old
& new
newsletter
```

Evaluate
options

Design Template

Produce macros & Template

Subscription
information

Test write Newsletter

Mail Merge

Distribute newsletters to
customers

6. Problem Solution

We have replaced a semi-manual system with a computerised one that produces documents of a much higher quality. Not only is the text produced better but also the document includes pictures and graphics. The writer's job is made easy through the use of a newsletter template that

contains all the standard information that identifies the newsletter as coming from Illuminate Skateboard Company. Every newsletter is basically the same in terms of format e.g. fonts, headings, logo and general company information.

Mail Merge reduces the company's workload in distributing the document to subscribers and eliminates errors through manual pre paration.
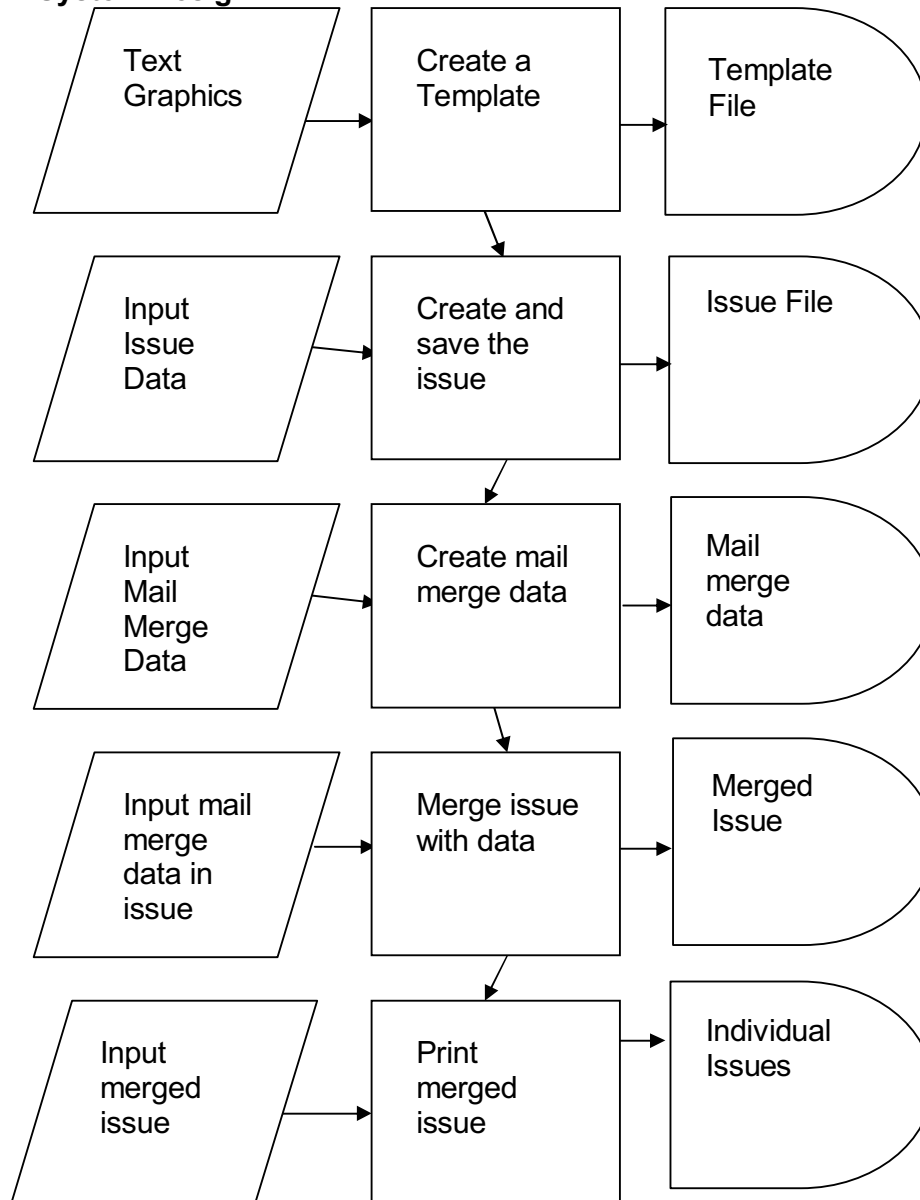
The finished newsletter is professional and improves the customer's view of the company and its skateboarding products.

C) DESIGN

1. User needs

- ❖ Improved newsletter at reasonable cost.
- ❖ Simple, easy to use system.
- ❖ Good quality professional printing of the newsletters.
- ❖ The ability to include pictures and graphics in the newsletter.

2. System Design

Text Graphics	→	Create a Template	→	Template File
Input Issue Data	→	Create and save the issue	→	Issue File
Input Mail Merge Data	→	Create mail merge data	→	Mail merge data
Input mail merge data in issue	→	Merge issue with data	→	Merged Issue
Input merged issue	→	Print merged issue	→	Individual Issues

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3. Module Design
　　　a) Template design – covering letter

Bonglesbury Lane
Boots Town Industrial
Milton Keynes
MK99 PO0

Illuminate Skateboard Company

May 2, 2007

«FirstName»«LastName»
«Address1»
«Address2»
«City»
«PostalCode»

(Each of the above entries is a field linked to the subscriber list schedule [subscription 1. doc] and the mail merge programme pulls off the relevant field details for each subscriber to enable a personal let ter to be written)

Dear «FirstName»,

Welcome to the first of many monthly issues of the new Illuminate Skateboarding Newsletter. In this issue we will be going through some of last months pro decks.

You will be keen to enter our competition this month, prizes include One of a choice of decks including Heath Kirchart/ Voodoo 2, Andrew Reynolds/ Under the stairs, Tony Hawk/ Bird man logo2.

We look forward to receiving your comments on the newsletter by fax or E-mail.

Skate safe!

Toby Sander
Editor

Illuminate Skateboard Company Word Processing Project

b) **Template design** – template

See Appendix 1

c) **Mail Merge** – Newsletter subscription records

First name	Last Name	Address1	Address2	City	Postal Code
Eric	Bloggs	14 The Grange		Milton Keynes	MK9 12BC
Steven	Parker	12 Mudley Lane	Bolby	York	Y12 3DE
Freddie	Johns	2 Spires Lake	Frigsborough	Newcastle	NE3 4FG
Albert	Binns	4 Newton Park		London	SE2 7BU

4. **Notes**

    a) Subscription data
    Customers subscribe to the newsletter having seen ad verts in the press or in the newsletters. The accounts department keep records of money received but name and address data has to be input into word under the specified field names to enable covering letters and envelopes to be printed.

    Open file called 'Subscription 1. Doc'

    Input fields are as follows:
    First name
    Last Name
    Address Line1
    Address Line 2
    City
    Post Code

    b) **Templates:**
    The company will use the Template to produce neat newsletters. Using templates the user can place text in the right place eas ily and neatly.

    c) **Mail Merge:**
    The Company will use Mail Merge to send the newsletters to members throughout the world via the post and even by e -mail.

This will also save me a lot of time writing names and addresses every time the newsletter is produced .

d) **Macros:**

Macros have been used to shortcut routine operations that are carried out each month to update the newsletter for example: Changing the date and changing front cover pictures.

In addition the user can shortcut any piece of recorded text thro ugh Macros with a touch of a button. A key point in the implementation of the project will be to train the users to record macros. See appendix 3 for macro set up and appendix 4 for the resultant newsletter cover sheet produced using the macros.

To record a macro the company newsletter writers will need to follow the following instruction:

To record a Macro they will first need to go to **tools** on the taskbar menu. Then they will need to move the cursor down to **Macro** and then move along to **Record New macro**. They will then get to a box like the one below:
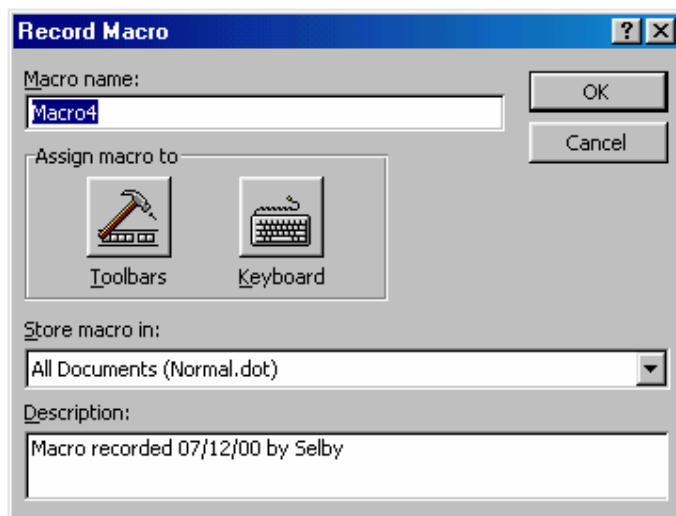
They should then name the macro and press ok. You should then get a small box like this:

When the writers have finished recording the macro they should then press stop. Then to play the macro they should go to Tools in the taskbar menu and go to the top macro symbol and select their macro to be played.

5. System Testing

Plan to test the system with 2 company employees. The first is a secretary, in fact the one who used to type up the old newsletter on a typewriter, who will input all subscriber details into Word for the mail

merge. A test will then be carried out to mail merge the covering letter and address labels.

The second member of staff is the editor of the newsletter who will load the template and write a draft newsletter for December. I will assist him and guide him through the template, particularly in respect of the insertion of pictures.

The company staff are being given some basic computer training by the computer supply company and the local co llege.

The head of the company will examine the finished newsletter – he is happy with the template design.

D) USE/IMPLEMENTATION

1. Diary

Week 1	Given the assignment and considered the problem.
Week 2	Examined Word Processing software. MS Word and Publisher and chose MS Word for the system.
Week 3	Examined Functions and features of word including templates, clip art and macros
Week 4	Completed Identify and started analysis
Week 5	Examined mail merge and produced subscription lists and cover letter
Week 6	Worked on design section
Week 7	Prepared report

2. Test Log
Tested Template and mail merge on Saturday, 18th November. There were some problems with mail merge, which were then sorted out. Tested macros on 9th December and successfully produced a first draft cover of the January 2001 newsletter (See Appendix 4).

3. User/Other Comments
Mail merge – Very useful and will save lots of time in distributing the newsletter. Staff will spend more time selling than on administration.

Templates – Could be better but principle established and it is much better than the old typed version.

Macros – Really useful but took one of the users some time to understand them. Admin. Staff now using macros for other programmes which is a benefit to the company.

E) EVALUATION

1. Comments

The main result of the project is that it has introduced modern computing to the company. As well as producing a newsletter the whole company uses the computer for Word processing, e-mails and the Internet. Plans are in hand to put sales and accounting information onto other new machines.

The company has gone from producing a newsletter (text only) on an electric typewriter that then had to be photocopied for distribution. A covering letter to subscribers consisted of a photocopied master wi th the address and name written in by hand. We now have a newsletter that contains pictures, graphics and text in colour. Over 50 copies are printed out on the printer for distribution and the quality is considerably better than the old typed photocopies.

The mail merge tool within Word enables a personal covering letter to a high quality in terms of print to be sent automatically to each subscriber. In addition the subscriber records also mean that special promotion letters can be sent in between newslett er issues.

Appendices 2 & 4 illustrate the results of the mail merge run and revision of the design template to produce a draft newsletter cover sheet for January 2001.