

Publishing Project

Sunset Publishing

Sunset Publishing is a publishing company dealing with authors of education books in the English, Mathematics, Information Technology and Humanities areas. The company was set up to provide quality education books at reasonable prices. It sends out publicity information nation-wide twice a year, displaying information about the books it has in separate publications for the four faculty areas. The information is sent to classroom teachers to consider using the books in their classrooms or as a teacher reference.

To date the company has manually produced publicity information where the Graphic Designer has cut and pasted the required information and sent it to schools. However book sales have steadily fallen, particularly for their **FOUR** Information Technology books. The Managing Director feels that there must be more effective way of informing schools of their four Information Technology books. A title section and order form will need to be included in the publication that is sent to teachers. It is up to you to decide upon the most appropriate format that the publicity should take, but remember that the costs need to be kept to a minimum and it needs to be in a format that is easy to post.

The data required in the publication is displayed below and on the next few pages. Your teacher may provide this document to you so that the text can be copied into the publication. You will need to find appropriate images from your school's image library.

Title Section

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TEXTS and RESOURCE MATERIAL for INFORMATION TECHNOLOGY

2007