

The Dream Team

An Office Simulation for the Sports-Minded Student



1st Quarter

1st Quarter—Project 2

Create a Team Logo

Objective:

To create a team logo.

Task and Project Overview:

Your task is to create a logo for your sports team. All businesses should have a recognizable logo that customers identify with; your sports team is no different. You need to develop a team logo that you can use with different documents throughout this simulation. Use an illustration or drawing software program such as Adobe Illustrator, Adobe Photoshop, Microsoft Paint, or any graphics software to accomplish this task.

Skills Reinforced:

Inserting and formatting Text; Inserting and formatting ClipArt and/or Graphics; Layout; Selecting and grouping objects

Suggestions:

- Experiment with different logo designs on paper before creating one on the computer.
- Identify one or two fonts to use.
- Incorporate team colors.
- Find a graphic or two that will help fans identify with the team or could possibly be used as a team mascot.
- Review the checklist provided at the end of this project to ensure that the project is completed properly.

Try the following website for logo ideas: <http://www.sportslogos.net/>

Approximate Completion Time:

0.5 to 1 Hour

On the Field with Jake Smith and the Birmingham Bulldogs:

Creating the logo for a sport's team is extremely important. It will be the most viewed item that you create and fans need to identify it. To make sure he made the correct choice in logos, Jake created the five logo designs shown below. He then surveyed his family and friends before deciding on the final design.



The logo that Jake Smith chose for the Birmingham Bulldogs is shown below.



Now try creating your team's logo!

Instructions:

1. Experiment with paper and pencil with different logo designs and layouts.
2. Using an illustration or drawing software program such as Adobe Illustrator, Adobe Photoshop, Microsoft Paint, or any graphics software, create a new document.
3. Create a team logo for your sports franchise.
4. Format the text using the colors and font that matches the team design and colors.
5. Review the checklist provided at the end of this project to ensure that the team logo is completed properly.
6. Proofread work for accuracy and format, including spelling and grammar.
7. Save the document as "Team Logo" to the "Dream Team" folder.
Note: Save the logo in a format that will allow you to import it as a graphic image in Microsoft Word and Microsoft Publisher (.GIF, .JPG, or .BMP). The logo will be used in future projects.
8. Print a copy of the document if required by the instructor.

Team Logo Checklist

Use the following checklist to review your work before turning it into your instructor.

- The logo includes the team mascot or a team graphic.
- The logo uses the team colors.
- The logo uses the team font.
- The logo has been checked for spelling and grammar.
- The logo has been completed to the best of your ability.

1st Quarter—Project 3

Create a Team Business Card

Objective:

To create a business card.

Task and Project Overview:

Your task is to create a business card for your sports team. As you begin the task of setting up and organizing your new sports team, you will be talking to and meeting a lot of people in the community. You will need something to give them so they will remember you and your new team, as well as your contact information. Use Microsoft Word, Microsoft Publisher, or any desktop publishing software to create a business card that will help you do all of this.

Skills Reinforced:

Inserting and formatting textboxes; Inserting and formatting WordArt; Formatting text color, font, and style; Inserting and resizing ClipArt and/or Graphics

Suggestions:

- Business cards present a lot of information in a small space. Experiment with different card layouts on paper before making it on the computer.
- Be consistent with the fonts and colors.
- Try looking on the Internet for examples of business card designs.
- Review the checklist provided at the end of this project to ensure that the project is completed properly.

Optional Materials:

Cardstock paper

Approximate Completion Time:

0.5 to 1 Hour

On the Field with Jake Smith and the Birmingham Bulldogs:

Now that the logo was finished, the business card for the team would be easy. The business card design that Jake Smith created for the Birmingham Bulldogs is shown below.



Now try creating your team's business card!

Instructions:

1. Experiment with paper and pencil with different card designs and layouts.
2. Using Microsoft Word, Microsoft Publisher, or any desktop publishing software, create a new document.
3. Save the document as "Business Card" to the "Dream Team" folder.
4. Draw a bordered frame measuring 3.5 inches wide by 2 inches high (the size of a standard business card). Place this frame in the center of the document.
5. Insert the team logo created in Project 1 into the card.
6. Resize the logo as needed.
7. Insert the team name, student name, title, address, phone number, fax number, and email address on the business card.
8. Format the text using the colors and font that matches the team design and colors.
9. Review the checklist provided at the end of this project to ensure that the business card is completed properly.
10. Proofread work for accuracy and format, including spelling and grammar.
11. Resave the document.
12. Print a copy of the document if required by the instructor.

Business Card Checklist

Use the following checklist to review your work before turning it into your instructor.

- The business card uses a border with correct dimensions.
- The business card includes the team logo.
- The business card includes student name and title.
- The business card includes team address, city, state, and zip code.
- The business card includes team phone and fax number.
- The business card includes student's e-mail.
- The business card uses the team colors and font.
- The business card information and logo are centered vertically and horizontally.
- The business card has been checked for spelling and grammar.
- The business card has been completed to the best of your ability.

1st Quarter—Project 4

Create Team Letterhead

Objective:

To create team letterhead stationery.

Task and Project Overview:

Your task is to create letterhead stationery for your sports team. As you begin the task of setting up and organizing your new sports team, you will be communicating with employees, ticket holders, and vendors. Having letterhead stationery will allow you to send business letters and other types of correspondence. Use Microsoft Word, Microsoft Publisher, or any desktop publishing software to create your team letterhead stationery.

Skills Reinforced:

Formatting text color, font, and style; Inserting and resizing ClipArt and/or Graphics; Inserting and formatting borders

Suggestions:

- Experiment with different letterhead designs and layouts on paper before making it on the computer.
- Be consistent with the fonts and colors.
- Look for an example of your school's letterhead for ideas.
- Look on the Internet for examples of letterhead designs.
- Review the checklist provided at the end of this project to ensure that the project is completed properly.

Approximate Completion Time:

0.5 to 1 Hour

On the Field with Jake Smith and the Birmingham Bulldogs:

Jake liked the design of the business card so much that he felt that it was important to keep a consistent theme with the team's letterhead and used a similar design. The letterhead design that Jake Smith created for the Birmingham Bulldogs is shown below.



Now try creating your team's letterhead!

Instructions:

1. Experiment with paper and pencil with different letterhead designs and layouts.
2. Using Microsoft Word, Microsoft Publisher, or any desktop publishing software, create a new document.
3. Save the document as "Letterhead" to the "Dream Team" folder.
4. Insert the team logo created in Project 1 into the letterhead.
5. Resize the logo as needed.
6. Type in the team name, address, phone number, fax number, and email address.
7. Format the text using the font, colors, size, and style that matches the team design and colors.
8. Arrange your team logo and text to fit your letterhead design. **Note:** *Most letterhead designs are within the top 2.5 inches of the document. Do not let your design fall below this area.*
9. Review the checklist provided at the end of this project to ensure that the letterhead is completed properly.
10. Proofread work for accuracy and format, including spelling and grammar.
11. Resave the document.
12. Print a copy of the document if required by the instructor.

Team Letterhead Checklist

Use the following checklist to review your work before turning it into your instructor.

- The letterhead includes team logo.
- The letterhead includes the team name.
- The letterhead includes team address.
- The letterhead includes team phone, fax number, and e-mail address.
- The letterhead uses the team colors and font.
- The letterhead information and logo is included in the top 2.5 inches of the document.
- The letterhead has been checked for spelling and grammar.
- The letterhead has been completed to the best of your ability.

1st Quarter—Project 5

Create a Team Envelope

Objective:

To create an envelope.

Task and Project Overview:

Your task is to create an envelope design that coordinates with your team letterhead stationery created in the previous project. As you begin the task of setting up and organizing your new sports team, you will be mailing information to many people in the community. The envelopes should contain the team's return address in the top left corner. Use Microsoft Word, Microsoft Publisher, or any desktop publishing software to create your envelope design.

Skills Reinforced:

Formatting text color, font, and style; Inserting and resizing ClipArt and/or Graphics

Suggestions:

- Experiment with different envelope designs and layouts on paper before making it on the computer.
- Be consistent with the fonts and colors.
- Look for an example of the school's envelope design.
- Look on the Internet for examples of other envelope designs.
- Review the checklist provided at the end of this project to ensure that the project is completed properly.

Optional Materials:

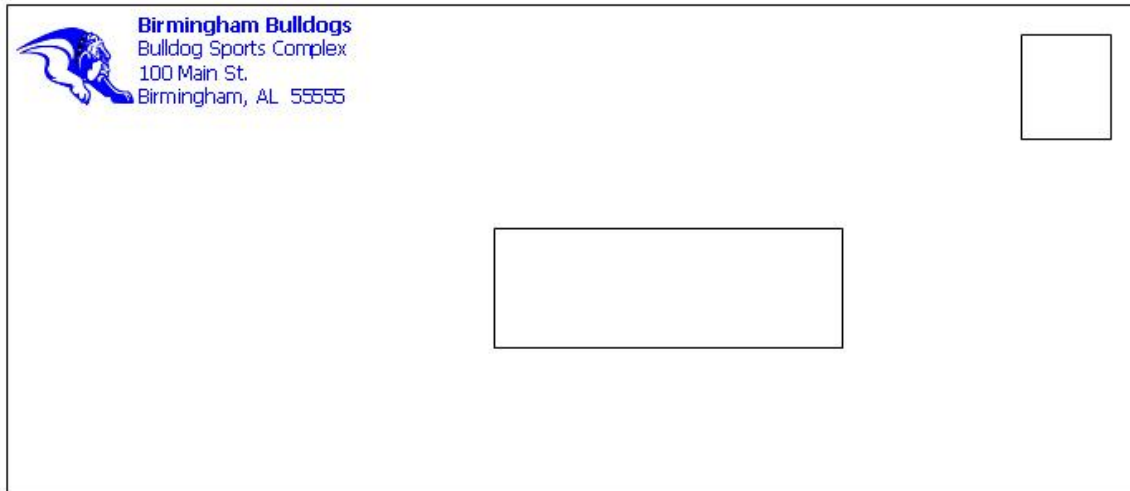
A #10 business-size envelope

Approximate Completion Time:

0.5 to 1 Hour

On the Field with Jake Smith and the Birmingham Bulldogs:

In keeping with the design of their letterhead and business card, Jake Smith created the following envelope design for the Birmingham Bulldogs.



Now try creating your team's envelope!

Instructions:

1. Experiment with paper and pencil with different envelope designs and layouts.
2. Using Microsoft Word, Microsoft Publisher, or any desktop publishing software, create a new document.
3. Save the document as "Envelope" to the "Dream Team" folder.
4. Change the page orientation to landscape.
5. Draw a bordered frame measuring 9.5 inches wide by 4.125 inches high (the size of a standard business envelope). Place this frame in the center of the document.
6. Insert the team logo created in Project 1 into the envelope.
7. Type in the team name, address, city, state, and zip code.
8. Format the text using the font, colors, and style that matches the team design and colors.
9. Arrange your team logo and text to fit your envelope design. **Note:** *Most envelope designs are in the top-left corner of the envelope beginning a 1/4-inch from the corner.*
10. Review the checklist provided at the end of this project to ensure that the envelope is completed properly.
11. Proofread work for accuracy and format, including spelling and grammar.
12. Resave the document.
13. Print a copy of the document if required by the instructor.

Envelope Checklist

Use the following checklist to review your work before turning it into your instructor.

- The envelope uses a border with correct dimensions.
- The envelope includes the team logo.
- The envelope includes the team name, address, city, state, and zip code
- The logo and return address information are in the top-left corner of the envelope.
- The envelope uses the team colors and font.
- The envelope has been checked for spelling and grammar.
- The envelope has been completed to the best of your ability.

1st Quarter—Project 6

Create Team Uniforms

Objective:

To create team uniforms.

Task and Project Overview:

Your task is to create a uniform jersey and bottoms for your sports team. Next week you will be meeting with designers to discuss uniforms for the team. You have some ideas you would like to share and need examples to show them. Use an illustration or drawing software program such as Adobe Illustrator, Adobe Photoshop, Microsoft Paint, or any graphics software to accomplish this task.

Skills Reinforced:

Using drawing tools; Inserting and formatting WordArt; Layout; Inserting and resizing ClipArt and/or Graphics

Suggestions:

- Experiment with different uniform designs and layouts on paper before making it on the computer.
- Be consistent with the fonts and colors.
- Try looking on the Internet for examples of uniform designs.
- Try the following Website:
<http://www.thesportingstore.com/Football.htm>
- Review the checklist provided at the end of this project to ensure that the project is completed properly.

Approximate Completion Time:

1 to 2 Hours

On the Field with Jake Smith and the Birmingham Bulldogs:

Having fans wear team jerseys around town is great advertising. It also is big business with a lot of money to be made. Knowing this, Jake wanted to make team jerseys that fans would want to buy and wear. The uniform designs that Jake Smith created for the Birmingham Bulldogs is shown below.



Now try creating your team's uniform!

Instructions:

1. Experiment with paper and pencil with different uniform designs and layouts.
2. Use the following Website to create your uniform design:
<http://www.thesportingstore.com/Football.htm>
3. Create a design for the front and back of the team uniform.
4. Format the uniform's text and number using the font, colors, and style that matches the team design and colors.
5. **Optional:** Create matching uniform bottoms for the team uniform.
6. Review the checklist provided at the end of this project to ensure that the team uniform is completed properly.
7. Proofread work for accuracy and format, including spelling and grammar.
8. Take a screen shot of your finish uniform design.
9. Paste it into your graphics program, crop it, and save it as "uniform.gif" or "uniform.jpg".
10. Insert the uniform design graphic into a blank Word document and center align it.
11. Save the document as "Team Uniform" to the "Dream Team" folder.
12. Print a copy of the document if required by the instructor.

Team Uniform Checklist

Use the following checklist to review your work before turning it into your instructor.

- The uniform has a front and back design.
- The uniform includes the team logo.
- The uniform includes the team name.
- The uniform uses the team colors and font.
- The uniform has been checked for spelling and grammar.
- The uniform has been completed to the best of your ability.

1st Quarter—Project 7

Create a Flyer

Objective:

To create a flyer.

Task and Project Overview:

Your task is to create an open house flyer. It is time to generate some excitement about your new sports team. You decide to have a community open house at the stadium or arena that you will be playing. Use Word to create a flyer to help you advertise the big event.

Skills Reinforced:

Formatting text color, font, and style; Inserting and resizing ClipArt and/or Graphics; Text alignment; Using bulleted lists

Suggestions:

- Be consistent with the fonts and colors.
- Try looking around the school for ideas for flyers.
- Review the checklist provided at the end of this project to ensure that the project is completed properly.

Approximate Completion Time:

0.5 to 1 Hour

On the Field with Jake Smith and the Birmingham Bulldogs:

Being a new team in town can be difficult. Jake felt that it would be important to build some excitement and fan enthusiasm with a team open house that fans could learn more about the team. He knew that if he focused on the fact that it was free to the public, that there would be free food samples, and cheerleaders that it would be a great success. After sketching several design schemes on paper first, Jake Smith created the flyer provided below to advertise the Birmingham Bulldogs open house.

Birmingham Bulldogs
B A S H !



Come to the Big Open House!

- Join us on Saturday, May 11, for an open house to introduce the Birmingham Bulldogs. The NFL's newest team.
- The festivities will be held at the Bulldog Sports Complex from 10 a.m. until 2 p.m. and is open to the public.
- Have your picture taken with the team mascot, see the team's uniform designs, watch the team cheerleaders perform, try samples from the concession stands, and much more!
- Children under 12 years old receive *a special gift* at the gate.

Call **555-1234** for more information.

Now try creating your team's open house flyer!

Instructions:

1. Using Microsoft Word, create a new document.
2. Save the document as "Open House Flyer" to the "Dream Team" folder.
3. Create a flyer promoting the team's community open house.
4. Include an appropriate title.
5. Insert the team logo created in Project 1 or a graphic of the team mascot into the document.
6. Using bullets, list at least five activities that will be happening during the open house. (Picture taken with the mascot, stadium tours, etc.)
7. List the day, date, and time of the open house.
8. Include the team phone number for people to call for more information.
9. Format the text using the colors and font that matches the team design and colors.
10. Use bold, underline, or italic formatting to draw attention to important details.
11. Center the information in the flyer vertically.
12. Review the checklist provided at the end of this project to ensure that the open house flyer is completed properly.
13. Proofread work for accuracy and format, including spelling and grammar.
14. Resave the document.
15. Print a copy of the document if required by the instructor.

Flyer Checklist

Use the following checklist to review your work before turning it into your instructor.

- The flyer is centered vertically.
- The flyer includes an appropriate title inviting the public to the open house.
- The flyer includes the team logo or mascot.
- The flyer includes a bulleted list of at least five activities.
- The flyer includes the day, date, and time of the open house.
- The flyer includes a phone number for more information.
- The flyer uses the team colors and font.
- The flyer has been checked for spelling and grammar.
- The flyer has been completed to the best of your ability.