

# Μικεψ Σπορτσ

## PRESENTING INFORMATION

### DESIGN OF DOCUMENT

#### Purpose and intended user

This document consists of two A4 sheets and would be printed professionally on glossy paper, back-to-back to produce a double-sided advertising 'flier'. The purpose of the flier is to make the public aware of the new product ('Mikey Marathon') and at the same time remind them of the older line ('Go For It'). It would be placed in display boxes on the counters of sports shops – the very same shops that retail Mikey Sports goods at present.

The intended user is, as stated above, the potential customer. This would be someone with already an interest in sports or sports clothing/shoes because they are already in the shop. By targeting the audience in this way, the wastage of fliers is minimised. It would be more costly, wasteful and less effective to simply post one to every household in the Midlands!

#### Ethos

The ethos of the document reflects the ethos of the company, and the image that the company is trying to project. It is sporty and modern, and the background and layout of the document attempt to achieve this feel. It offers the customer technical information and the pricing structure of the new range, but does so through an informal layout in order to appear more customer-friendly. This is echoed by the guarantee promise on page 2, and by the invitation to 'visit the factory'. The ethos is of good, 'home-spun' value, made here in the UK, and capitalising on the pride the British have for their own manufacturing ability.

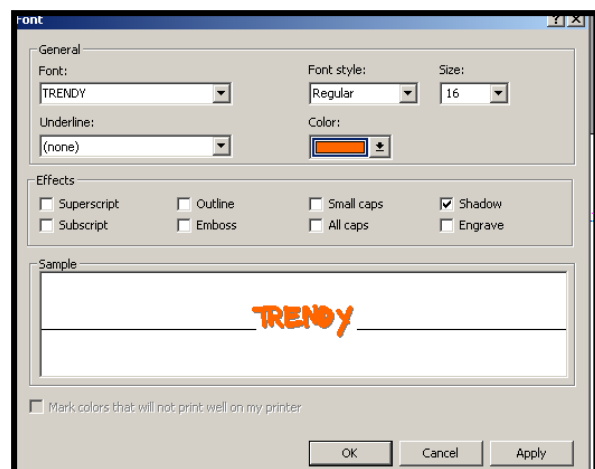
#### Detailed Design

**Features:** Page size is A4 (297 X 210mm) in Landscape. A margin of 25mm is set around the entire document. This is delineated by a border (MS Publisher™ 'Border Art' – 'torn' in 10pt size and set in Royal Blue)

**Font styles/ sizes:** The main bulk of text is in Arial (8, 10, 12pt sizes) but contact details on page 2 are 'Times New Roman' 12pt. The Heading 'Mikey Sports' is 'Trendy' (or similar) at 44pt size.

Some text has been modified using Publisher's internal tools, for example: the 'Sale' offer on page 2 has been set in 'Forte' at 18pt size and then **embossed**. The  $\frac{1}{3}$ rd off was similar set in 'Impact' at 18pt and **'shadowed'**

A **drop-capital** has been used on two of the blocks of text (see printout).



# Μικεψ Σπορτσ

**Paragraph styles:** There are different paragraph styles. Most of the text is set in **single-line spacing**, but the 'Contact Us' section on page 2 has been set in **double-line spacing** in order to fill the space more fully. The section that starts "We at " is set as **double-column**, and text flows from the first column into the next one automatically.



Single line spacing

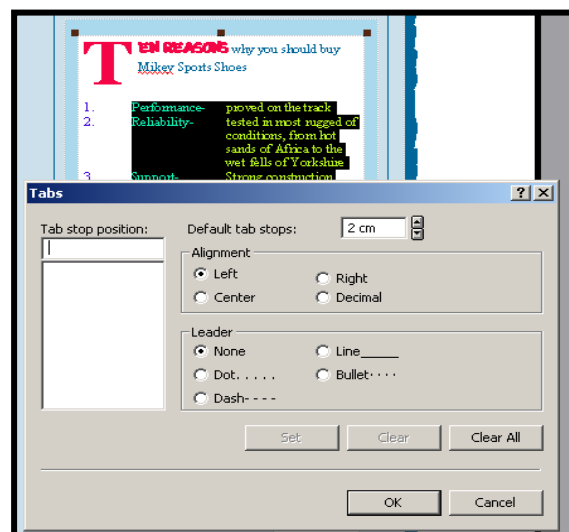


Double line spacing

**Origin of graphics:** All clipart was from MS Office Disk 2 and inserted without change. The photographs are all original and were taken by digital camera (Pentax Optio S4i) and transferred to the computer using software provided with the camera. The pricing information was produced as a spreadsheet using MS Excel™ and copied and pasted into the document. Word Art was used to make the 'Approach Boot' logo and copied and pasted into the document. The table of factory opening times was inserted from Publisher. The data contained in the Pricing Information was fabricated for the purpose of this task.

**Pre-processing of images:** The photograph of the boot on page 1 has been altered to make it look like a watermark. This was done by importing the original photograph into Adobe Photoshop™ and applying a filter. The brightness was increased. The image was then rotated anti-clockwise by 45°. The photograph of the hockey boot was similarly imported into Photoshop and had the contrast enhanced (see PowerPoint presentation).

**Settings for Tabs/ Indents:** Tabs were set for the box containing 'ten reasons' so that the text appeared in column format. Automatic numbering was also used here.



# Μικεψ Σπορτς

## USE OF BASIC FEATURES

Below is a screen shot of page 1 of the document showing basic features.  
(Note that white border has been removed from screen shot for clarity)

This box copied to page 2 as HEADER

Different Font Styles and Sizes

Use of Bold/ Centre/ Underline

Justified Text

Bullet Points/ Numbering

Electronic combinations of clipart/ photos

The screenshot shows a document page with the following content and annotations:

- Header:** "Mikey Sports Marathon Series" (Annotated with "Different Font Styles and Sizes" and "This box copied to page 2 as HEADER")
- Text:** "Here at last - the latest word in sports trainers." (Annotated with "Use of Bold/ Centre/ Underline")
- Text:** "Following on from the hugely successful 'Go For It' range of shoes, Mikey are proud to announce the ultimate in comfort and performance — at a price to suit the pocket of any aspiring trackster."
- Text:** "Made entirely in the UK in our modern, well-equipped Midlands factory, this series of shoes represents a break-through in design. The radically new insole provides support not previously possible in a shoe of this price, whilst the breathability of the upper ensures moisture wicking and all-season dryness."
- Text:** "Whether your sports track, or cross-country or simply looking great, this is the one for you."
- Image:** A photograph of a brown leather shoe (Annotated with "Justified Text")
- Text:** "Pick up here is the Marathon Men's Approach Boot. Available in black or tan, it features a range of a 10mm air-cushioning sole and is available in a range of sizes from 6-12. An added benefit is the lightweight boot, which is ideal for long-distance running."
- Text:** "Why not take a few minutes to browse through this leaflet and see the full range of Mikey Sports shoe products. You may be surprised at our prices, but you won't be disappointed by the quality — we guarantee it!"
- Text:** "The Marathon range is shown below. Each shoe comes in a variety of sizes and fittings to suit men or women"
- Image:** A photograph of a brown leather boot (Annotated with "Hockey Boot")
- Image:** A photograph of a white canvas shoe (Annotated with "Activity Clog")
- Image:** A photograph of a brown sandal (Annotated with "Action Sandal")
- Text:** "Prices to suit every pocket from as little as £25 r.p.p. for the Activity Clog to £40 r.p.p. for the Approach Boot"
- Text:** "TIPS READING why you should buy Mikey Sports Shoes"
- List:** A numbered list of 10 tips (Annotated with "Bullet Points/ Numbering"):
  1. **Performance:** played as the most used to ensure maximum performance, from yards of Africa to the fields of Yorkshire.
  2. **Reliability:** Suing maximum price to enjoy and make sure you get the most out of your shoes.
  3. **Support:** Suing maximum price to enjoy and make sure you get the most out of your shoes.
  4. **Lightness:** Suing maximum price to enjoy and make sure you get the most out of your shoes.
  5. **Value for Money:** Suing maximum price to enjoy and make sure you get the most out of your shoes.
  6. **Stability:** Suing maximum price to enjoy and make sure you get the most out of your shoes.
  7. **Fit:** Suing maximum price to enjoy and make sure you get the most out of your shoes.
  8. **Environmentally friendly:** Suing maximum price to enjoy and make sure you get the most out of your shoes.
  9. **Non-slip:** Suing maximum price to enjoy and make sure you get the most out of your shoes.
  10. **Tread pattern:** Suing maximum price to enjoy and make sure you get the most out of your shoes.
- Image:** A small graphic of a shoe sole tread pattern (Annotated with "Electronic combinations of clipart/ photos")
- Page Number:** "Page 1"

# Μικεψ Σπορτς

## USE OF ADVANCED FEATURES

Further features are shown in the printout of page 1 below.

**WORDART**

**Pre processing of graphics**

**Same HEADER copied from page 1 (no facility in Publisher)**

**TABLE inserted from Publisher. Note customised cells (merged) and formatting**

**Different Paragraph Formats**

**Altered line spacing**

**Shading effects**

**Special Font Effects**

**Spreadsheet table imported from Excel**

**PAGINATION**

**Factory open to the public**

Monday		Thursday
Tuesday	9.00 am—5.00 pm	Friday
Wednesday		Saturday

**PRICING INFORMATION—Recommended Retail Prices**

Product Description	Men's	Womens	MSRP	Wholesale Price (Ea 10)	Wholesale Price (Ea 25)
Marathon Approach Boot	mens	7-11	MSRP24ML+size	E3000	E14000
Marathon Approach Boot	mens	4-6	MSRP24MS-size	E3000	E14000
Marathon Victory Sandal	mens	7-11	MSRP24ML+size	E2000	E4000
Marathon Victory Sandal	mens	4-6	MSRP24MS-size	E2000	E4000
Marathon Victory Sandal	womens	7-10	MSRP24L+size	E2000	E4000
Marathon Victory Sandal	womens	2-5	MSRP24S+size	E2000	E4000
Marathon All Sport Gg	womens	7-10	MSRP24ML+size	E2000	E4000
Marathon All Sport Gg	womens	2-5	MSRP24MS-size	E2000	E4000
Marathon Holey Boot	womens	7-10	MSRP24ML+size	E2000	E4000
Marathon Holey Boot	womens	2-5	MSRP24MS-size	E2000	E4000

**SALE! SPECIAL OFFER WHILE STOCKS LAST 1/3<sup>RD</sup> Text Frame all 'Go For It' trainers**

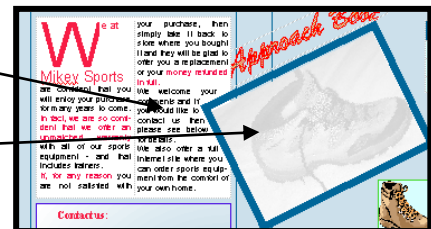
**Contact us:**  
 Mikey Sports Ltd  
 13 Freedman Industrial Estate  
 Weymouth DT94 8AY  
 Phone: 01226 454654  
 Fax: 01226 454687  
 Email: sales@mikeysports.co.uk

**Page 2**

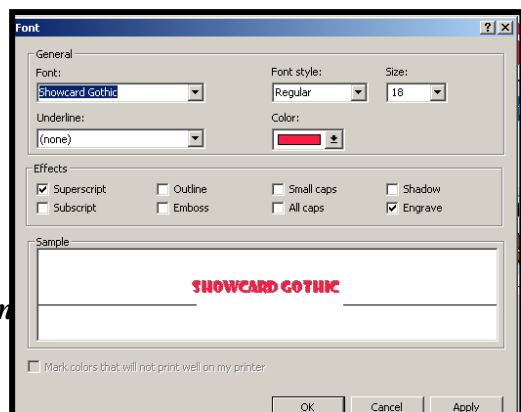
### More advanced features:

**Creative use of frames and borders** has been made, with overlapping etc. The text in the 'We at' box has been made to wrap around the rotated image of the boot. Notice here also the **'dropped capital'** on the first word.

The boot is a **watermark**



**Superscript and Subscript** was used to produce the 1/3 off sign (it has also been used to write this sentence!)



# Μικεψ Σπορτσ



BEFORE . . . .



and AFTER