

Μικεψ Σπορτσ

AUTOMATED DOCUMENTS (Mail Merge)

DESIGN OF DOCUMENT

Purpose and intended user

This mail-merged letter is being sent from the manager of a factory producing sporting equipment and clothing, to the managers of High Street retail sports shops. **The purpose of the letter** is to invite the shop managers to the launch of a new product – a sports shoe 'trainer'. The intended **users of this letter are business executives**, so that it has to look professional and follow a fairly formal business-letter format.

Ethos

The ethos of the document must reflect the ethos of the company, and that is **the image by which the company wishes to be known**. However, the image conveyed to retailers is slightly different to that given to customers (through the PowerPoint presentation and the leaflet) and is deliberately more commercial. At the same time, it must convey the impression of a company at the leading edge of technology – and the company must appear professional if it has any hope of making the shop managers invest in the new product. In addition to looking professional, the letter should carry the hidden message that there is the potential here to make money (if the shop managers are fortunate enough to be in on the launch!). This image/ethos is achieved in the document by use of confident logos/ watermarks, zippy font details and the wording of the text.

Detailed Design

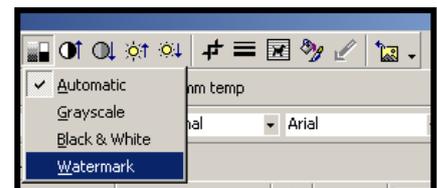
Features: The document is A4 size (210 X 297mm) in portrait orientation, with margins set at 40mm (left), 30mm (right) and 25mm (top and bottom) The logo 'Mikey Sports' is set as a header, with all contact details as footer. These include telephone, fax and email.

Font Styles: Apart from the header/ logo which was set in 'Trendy' at 48pt, the body of the text is 'Times New Roman' at 12pt. This font is a serif font and has a more business-like appearance than a sans-serif font. The footer is also 'Times New Roman' 12pt, but emboldened and italicised to separate it from the bulk of the text.

Font sizes: See above.

Paragraph Style: The paragraph style follows formal convention in that all address details and text are entered straight down the left hand side. Paragraphs are not indented but delineated by an extra line space. The paragraph is set in single line spacing, with five lines between the 'Yours Sincerely' and the manager's name. The body of the text is fully justified (straight down both left and right-hand sides)

Origin of graphics/ imported data: The 'flying shoe' emblem is a standard piece of Microsoft Office 2000™ clipart transformed into a watermark, using the 'picture' toolbar on MS Word.

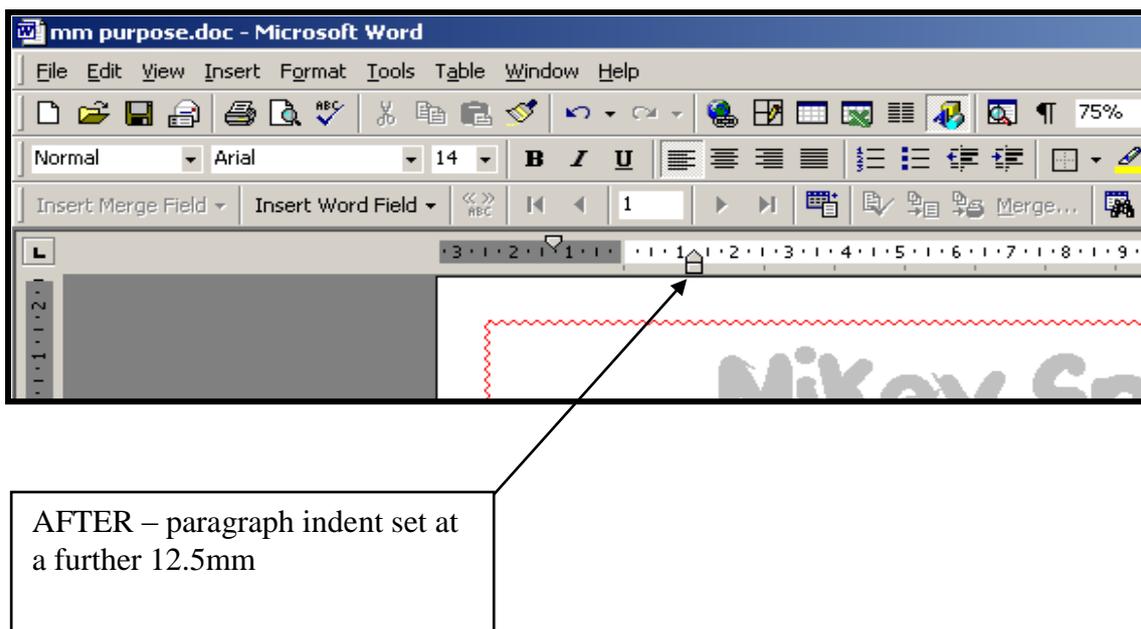
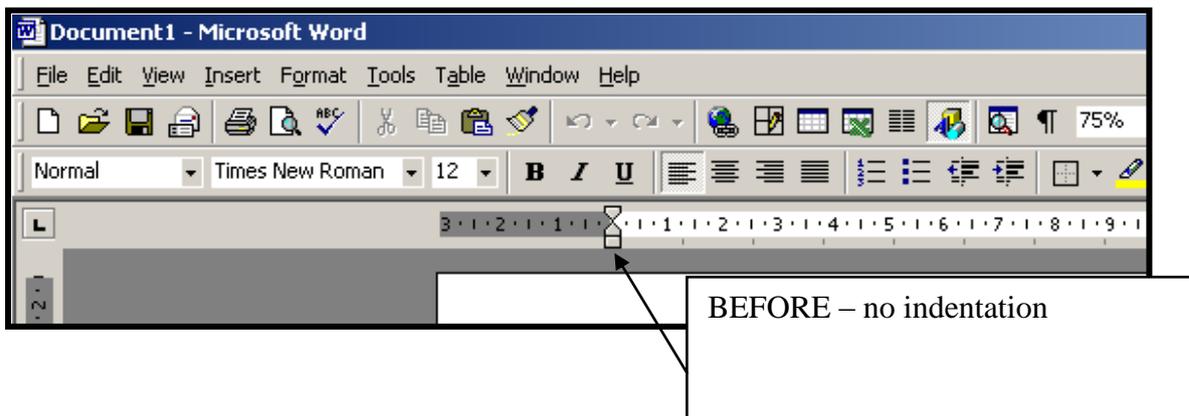


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Origin of graphics/ imported data contd. The imported data for the mail merge was produced in MS Access. A printout of the design page for the database is included with this section of work. The contact details of twenty (20) shops and their managers were stored in the database (This is covered in the next section).

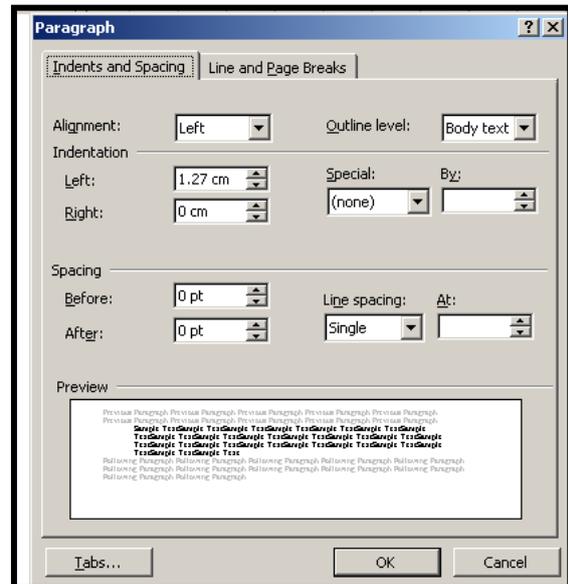
Pre-processing of images or text: See section above ' Origin of graphics/ imported data' which describes the processing of clipart into a watermark. (Note that I could have modified a bitmap picture in MS Paint – or manipulated a photograph (for example a .jpeg or .tif image) using something like Adobe Paintshop™ before importing into the mailmerge document).

Settings for Tabs or Indents: On the mailmerge document, the tabs are default values (see screen shot below) and there is no indent, but on the page here I have set an indent in order to make the paragraph display much clearer (second screen shot below) To do this, I simply highlighted the whole text and dragged the 'left indent' button to the right.



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I **could** have set indents by clicking FORMAT > PARAGRAPH > INDENTS AND SPACING (see right)



and/or I **could** have set tabs by clicking FORMAT > TABS (see below)

