

Pops & Pastries 2010 Program report

The creation of posters, ticket and program are closely related, and it works well for one person to manage the artwork and coordinate the design elements, then pass the printed posters and tickets to the respective volunteers.

Student artist Harry Sellars followed the guidelines offered in 2009 and created three files: one for the tri-fold program as well as each of the two poster sizes. He reworked the program art and an excerpt for the ticket in grayscale with less shading for printing clarity.

The concert program was created in Microsoft Publisher in a tri-fold layout.

Mr. Cleveland supplied the class rosters with special notations and the music program.

Membership chair Ning Yan provided the list of Band & Orchestra Booster members.

Also included:

- Notes of appreciation with graphics:
 - to Wild Birds Unlimited for selling tickets
 - to Trinity Transportation for donating all beverages
- Publicity for Grosse Pointe Santa Parade, Band-O-Rama and Strings Extravaganza
- Promotion of the fruit sale and cookie dough fundraisers.
- Promotion of the Booster merchandise on sale during the event

The finished MS Publisher file was sent electronically to PIP Printing on November 1, 2010. We ordered 800 copies: grayscale on light blue paper for \$130.70. I picked up the programs and delivered them to GPN on November 3.

Prior to the concert, students inserted order forms for the Pops & Pastries CD and DVD.

Next year: The artwork for the event program should be done in grayscale with light shading for good contrast. The ticket graphic should also be grayscale, and could be taken from the program art file.

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