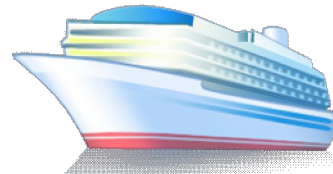# Integrated Project 3
Travel Project

Objective: Use InDesign to create several items used on a cruise and a tri-fold brochure, use Word to create a personal business letter and mail merge and an itinerary, use Access to create a database, use PowerPoint to create a presentation, and use Excel to create a spreadsheet for a cruise line that you create.

Grading: This assignment will count as one project grade for a total of 500 points. See rubrics below.

General Instructions:

Part 1 – Cruise Items: Logo, Cruise Card, Boarding Pass/ID Badge, Table Tent

Using InDesign, create the items below for your cruise. Each item name is a link that will take you to examples. Make sure you included all necessary features for each item.

Cruise Line Logo
- can be created in InDesign or Photoshop; if created in InDesign, margins must be 0"
- use at least 2 colors
- include unique use of text (text on a path, reverse text, outlined, shadowed, etc)
- include a shape or graphic that integrates seamlessly with the words
- must look professional and real; no spelling/grammatical errors

Cruise Card
- must contain logo created above
- size must be 3.370" wide x 2.125" tall; margins must be 0"
- include an appropriate graphic (ocean, ship, etc)
- include the following information on the card:
- name of cardholder (this can be you)
- date of cruise
- dining table number and assigned dining time
- cabin number
- any other related information you want to include
- include a shape (triangle or arrow) to show which way to insert card in door
- use appropriate fonts, sizes, and colors (must be easy to read)
- must look professional and real; no spelling/grammatical errors

Boarding Pass/ID Badge
- must contain logo created above
- size must be 2.125" wide x 4.125" tall; margins must be 0"
- include rotated text with a drop shadow for the words Boarding Pass
- include a barcode (go to www.barcodesinc.com/generator/index.php)
- barcode needs to include your last name
- include a small head shot of yourself
- include general ID information:
- height

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- birth date
- state of residence
- use appropriate fonts, sizes, and colors (must be easy to read)
- must look professional and real; no spelling/grammatical errors

Table Tent
- must contain logo created above
- size must be 3.75" wide x 11" tall; margins must be 0"
- information to include:
- info. about an upcoming program on board (talent show, game night, formal night, midnight buffet, etc)
- include time and location of the event
- front and back of table tent should be identical (see sample)
- top panel should be upside down
- use feathering for box(es) for information
- use an appropriate graphic to advertise your event
- use appropriate fonts, sizes, and colors (must be easy to read)
- must look professional and real; no spelling/grammatical errors
    - **Click here to see what the table tent should look like in InDesign**

Part 2 – Tri-Fold Brochure
Using InDesign, create a tri-fold brochure for your cruise destination. Use the template on the N drive. Your brochure must include the following:

- These 5 sections: General Information, Lodging, Restaurants, Transportation, Activities (list and describe at least 3 activities)
- Use creative names for the sections above
- Appropriate information is included under each section
- Must use Word to create the text for each section and "place" the text into InDesign (all Word documents must be saved in Brochures folder)
- Appropriate images - no blurry images!
- Appropriate fonts (no script fonts for body text)
- Appropriate colors
- Shading
- Borders
- Drop Shadow
- Drop Cap
- Hanging Indents
- Appropriate text wrapping
- At least one bulleted or numbered list
- Dot leaders/leader lines
- The back middle panel must have your name and address as the return address and the TO address must be WHHS
- No spelling/grammatical/other errors
- Overall professional and appealing design; looks real; BE CREATIVE!

Part 3 – Itinerary

Use Word to create and format an itinerary for at least 4 days of your vacation. Include appropriate information such as flights departing and arriving, airport names, restaurants, tours, activities, and other outings. The information in your itinerary must be accurate. In other words, do not make up the name of the airports, etc. You may use the FBLA Formatting Guide to help you.

Part 4 – Personal Business Letter & Mail Merge

Create a personal business letter that will be sent out to the travelers going on your cruise a few weeks before the first day of the cruise. Using the mail merge feature of Word, create a letter confirming their reservations for the cruise and explaining to them their travel arrangements and their cabin numbers on the cruise. Include any other information that is appropriate. The general content requirements are outlines in the instructions below.

1. Create a new folder in your Integrated Project 3 folder called Cruise Mail Merge
2. Save the form letter into the Cruise Mail Merge folder with the name Confirmation Letter. Save early, save often!
3. Make a letterhead for your cruise line. Create an appropriate address, phone number, and web address. Use the logo you created in Part 2 in the company letter head. Follow the formatting techniques on the previous letters created in class.
4. The letter is to be sent to the following customers. Save the datafile into the Cruise Mail Merge folder as Cruise Travelers.

Title	First Name	Last Name	Address1	City	State	ZIP Code	Confirmation Number	Cabin Number
Ms.	Eileen	Wright	192 La Torre Di Pisa Rd	Staten Island	NY	13031	NP309R1	122
Mr.	Pole	Vault	305 Track St.	Bridgeport	CT	06601	XF665S4	504
Ms.	Wynn	Orlose	18 Either Way	Smyrna	GA	30080	MW371K0	178
Mrs.	Iva	Secret	72 Mystery Ave.	Miami	FL	33010	JJ242Q2	225
Dr.	I.B.	Cured	209 Psychology Lane	Los Angeles	CA	90001	AE498L7	364

5. Use the current date on the letter
6. Use the address block and greeting line codes
7. The opening paragraph should thank the traveler for booking with your cruise line and confirm their travel dates. Use specific dates.
8. The second paragraph should state the confirmation number. Use the appropriate mail merge code to insert each customer's confirmation numbers.
9. The third paragraph should explain their travel arrangements (ie when the ship leaves the dock, etc.) and state their cabin number. Use the appropriate mail merge code to insert the cabin number.
10. The fourth paragraph should thank them again for choosing to travel with your cruise line and you hope they have a nice time. Close the paragraph indicating that they may contact you with questions.
11. Give the letter a complimentary close and signature line. Put your name as the writer of the letter. Under your name, enter the title Customer Service Specialist.
12. **Print** the form letter showing codes the close the file
13. Create a mailing label form file to be used for mailing the letters. Save it to your Cruise Mail Merge folder as Cruise Labels. Use the Microsoft-30 per page label option (height – 1", width – 2.63")
14. Create an envelope form file as an alternate method for mailing the letters. Save it to your Cruise Mail Merge folder as Cruise Envelope. Use a size 10 envelope option. Be sure to put the cruise line name and address in the upper left corner of the envelope.
15. Finally, make sure your work demonstrates a clear understand of the features covered in the mail merge unit

Part 5 – Spreadsheet

Using Excel, create a template that can be used to prepare each department's budget and your cruise line's total budget within one workbook. The departments of your cruise line have submitted figures comparing this year's budget with next year's budget in four categories. (See the table below)

- Include this year's budget, next year's budget, and the variance [(next year's budget – this year's budget) / this year's budget] for each expenditure
- Indicate totals where appropriate
- Create an embedded chart on the cruise line's worksheet comparing the company's expenditures this year and next year

	Restaurant Staff		Cleaning Staff		General Service Staff	
	Next Year	**This Year**	**Next Year**	**This Year**	**Next Year**	**This Year**
Equipment	$98000	$115000	$35250	$30275	$215375	$222670
Maintenance	$78500	$65250	$17500	$16000	$104500	$100500
Miscellaneous	$38210	$36675	$39340	$32500	$37500	$22800
Salaries and Benefits	$125580	$115450	$215000	$210000	$175000	$165750

Part 6 – Presentation

Using PowerPoint, create a presentation with navigation buttons and a link to an Excel file. You will also convert the PPT into a Web file.

- You will create 3 presentations, and then combine them into one presentation. Follow the instructions below.
- Presentation A
    - Title slide
        - Name of your cruise line Karaoke Contest
        - Include your name on the slide
    - Second slide
        - Create a table with the following information
            - First Place Winner $1000
            - Second Place $500
            - Third Place $250
        - Make sure the slide and/or table have appropriate titles
    - Add two more slides with appropriate information about the karaoke contest (ie where, when, what time)
    - Save the file as Karaoke A in your Integrated Project 3 folder

- Presentation B
    - Create a slide that will contain a link to an Excel file
    - The file can be found on the N drive. Copy it to your Z drive making sure it ends up in your Integrated Project 3 folder. The spreadsheet will be used as a registration form
    - Complete the registration form for yourself (enter in your information)
    - Save as Karaoke B in your Integrated Project 3 folder

- Presentation C
    - First slide – Create a table with the following information
        - Round One Tuesday at 8pm (if you want to change the days, you may)

- Round Two Wednesday at 9pm
- Round Three Thursday at 8pm
- Final Round Friday at 9pm
  - Include that the top three from each round will advance to the final round
  - Second slide – Include the following tips for your singing voice
    - Drink lots of water the day of the contest
    - Avoid milk or thick drinks
    - Practice breathing properly
    - Have good posture
    - Learn to relax
    - Warm up before singing
  - Save as Karaoke C in your Integrated Project 3 folder

- Combine the three presentations
- Create a menu slide
- Create appropriate navigation buttons on all slides
- Save as Karaoke Final in your Integrated Project 3 folder
- Save the file as Web file using the same name as above
- Test the navigation buttons and hyperlinks to make sure they work; if not go back and fix them. Resave after making any changes

Part 7 - Database

Copy the database, Integrated Project 3, from the N drive to your Z drive. Open the database from your Z drive.

- Create a custom form for the cruise line that meets their needs
  - The form should include combo boxes for bedrooms, bathrooms, pets, and manager code
  - Give the form an appropriate name
- Create a custom report that lists all cabins grouped by manager
  - Do not include any subtotals or totals
  - Give the report an appropriate name
- In the Manager table, add the following fields
  - Phone number (you will make this information up)
  - Picture
    - Copy the pictures from the N drive to your Z drive before adding them to the database
  - Webpage
    - Add the appropriate hyperlinks (files are on the N drive) to the database for each manager
- Create a form that contains a subform for the Manager table
  - The subform should display all the fields from the Cabin table except Manager Code
  - Be sure to include a form header with a title and the current date
  - Change the special effects and colors of the labels

Grading Rubric for Integrated Project 3

Assignment Name/Requirement	Points Possible	Points Earned
Cruise Logo		
Contains at least 2 colors	2	
Includes unique use of text (text on a path, reverse text, outlined, shadowed, etc.)	5	
Includes shape of graphic that integrates seamlessly with the words	5	
Looks professional and real; no spelling/grammatical errors	8	
Total for Logo	**20**	
Cruise Card		
Contains logo	2	
Size is 3.370" wide x 2.125" tall	5	
Includes appropriate graphic (ocean, ship, etc)	3	
Include the following information on the card: • Name of cardholder (this can be you) • Date of cruise • Dining table number and assigned dining time • Cabin number • Any other related information you want to include	5	
Includes a shape (triangle or arrow) to show which way to insert card in door	3	
Uses appropriate fonts, size, and colors (must be easy to read)	7	
Looks professional and real; no spelling/grammatical errors	5	
Total for Cruise Card	**25**	
Boarding Pass/ID Badge		
Contains logo	2	
Size is 2.125" wide x 4.125" tall	5	
Includes rotated text with a drop shadow for the words "Boarding Pass"	3	
Included a barcode with your last name	5	
Includes a small head shot of yourself; include general ID information: • Height • Birthdate • State of residence	3	
Uses appropriate fonts, sizes, and colors (must be easy to read)	7	
Looks professional and real; no spelling/grammatical errors	5	
Total for Boarding Pass/ID Badge	**30**	
Table Tent		
Contains logo	2	
Size is 3.75" wide by 11" tall	5	
Information includes: • Information about an upcoming program on board the ship (talent show, game night, formal night, midnight buffet, etc) • Include time and location of the event	3	
Front and back of table tent are identical; top panel is upside down	3	
Uses appropriate fonts, sizes, and colors (must be easy to read)	5	
Uses an appropriate graphic(s) to advertise your event	2	
Looks professional and real; no spelling or grammatical errors	5	
Total for Table Tent	**25**	

Tri-Fold Brochure		
All 5 sections (General Information, Lodging, Restaurants, Transportation, Activities) are included; Creative names are used for the sections above	20	
Appropriate information is included under each section and is "placed" from Word	10	
Appropriate images are used; no images are blurry	5	
Appropriate fonts are used; no script fonts are used for the body text; fonts are easy to read; fonts are appealing and match the over-all design of your brochure	5	
Appropriate colors are used throughout the brochure	5	
Use of shading, shadow, drop cap, hanging indents, and text wrap	20	
At least one bulleted or numbered list	5	
Use of dot leaders/leaderlines	5	
The back middle panel has your name and address as the return address and the to address is WHHS	10	
No spelling/grammatical/other errors	5	
Overall professional and appealing design; looks real	10	
Total for Brochure	**100**	
Itinerary		
Itinerary created includes at least 4 days of your vacation	20	
Appropriate information included (flights, airport names, restaurants, tours, activities, and other outings) and information is accurate	20	
All formatting is correct	40	
No spelling/grammatical/other errors	20	
Total for Itinerary	**100**	
Personal Business Letter and Mail Merge		
Contains letter head	5	
Contains all appropriate letter parts (date, salutation, closing, etc)	15	
Letter printed with merge codes	5	
Labels	10	
Envelopes	10	
Data File	5	
No spelling/grammatical/other errors	10	
Total for Personal Business Letter and Mail Merge	**60**	
Spreadsheet – Budget		
Template created that can be used for each department's budget and is in one workbook	20	
All information from the table given is included	15	
The variance is included and the correct function is used	20	
Totals are indicated where appropriate	10	
An embedded chart is included and compares the company's expenditures for this year and next year; an appropriate type of chart is used	15	
The workbook is formatted appropriately and looks professional	10	
No spelling/grammatical/other errors	10	
Total for Spreadsheet – Budget	**100**	

Presentation		
Presentation A created and includes the following: • Title slide with name of your cruise line and karaoke contest • Your first and last name • Second slide contains a table with appropriate information for winning the contest and titles • Two or more slides added with appropriate information about the contest	12	
Presentation B created and includes the following: • A slide containing a link to the Excel file • Registration form is completed for yourself	8	
Presentation C created and includes the following: • First slide contains a table with information for the rounds of the contest • Second slide contains tips for your singing voice	8	
Presentations are combined	20	
Contains a menu slide	20	
Contains appropriate navigation buttons on all slides; all navigation buttons and hyperlinks work	16	
Saved as .ppt with correct name	8	
Saved as web file with correct name	8	
Total for Presentation	**100**	
Database		
Created a custom form for the cruise line that meets the needs • The form includes combo boxes for bedrooms, bathrooms, pets, and manager code • The form has an appropriate name	25	
Created a custom report that lists all cabins grouped by manager • Does not include any subtotals or totals • Report has an appropriate title	25	
Phone number, picture, and webpage have been added to the Manager table	25	
Created a form with a subform for the Manager table • The subform displays all the fields from the Cabin table except Manager Code • Included a form header with a title and current date • Changed special effects and colors of labels	25	
Total for Database	**100**	
Total for Integrated Project 3	**660**	