

The Wildcat News

Volume 1 Number 1
by Thomas Myers

The Personal Newsletter

OBJECTIVE

The main objective to this lesson is to develop a NEWSLETTER that will deliver to the reader information regarding your personal interest. Along with the personal interest, the designer will research the internet for pertinent information that educates the reader about your interest. You should include information that is relevant and describes a theme to your newsletter.

NEWSLETTER REQUIREMENTS

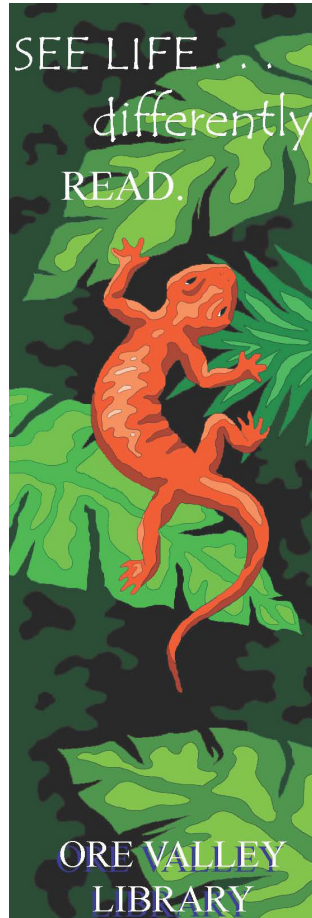
- 8 1/2" x 11" portrait format
- Masthead (top or left side)
- At least one image that relates to body text
- Pull Quote
- Folio (name and date)
- At least 2 columns of text are used
- Headings/ subheadings
- Captions and Citations
- Relevant text that relates to newsletter
- Text wrap
- Proper use of Text Frame Options

"...will research the internet for pertinent information that educates the reader..."

INTERNET RESEARCHING

The following terms and definitions will be discussed and used to research the internet for the most effective information for the Newsletter.

1. **World Wide Web** - www - is a collection of billions of web pages stored on computers called servers.
2. **Web Browsers**- a computer program that lets you browse the internet for information.
3. **Search Engine** - a search engine is a coordinated set of programs which searches an index and returns matches to a specified keyword. Google and Yahoo are examples of search engines.
4. **U R L** - Uniform Resource Locator- another term for a web address, and provides a snapshot of how Web pages within that site are organized. Along with the domain name, a URL describes specific folders servers, companies, countries and communication



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5. **Domain**- the first part of an internet address, CNN, TOYOTA etc.
6. **TLD**- top level domain, .com, .edu, .org. the highest level of the hierarchy after the root. In a domain name, the top level domain is that part of the domain name that is furthest to the right
7. **Subdomain**- are used to divide websites into different sections. Usually the it is a descriptive name placed before the main domain. novemberlearning.com.
8. **Country Code**- Country codes are short alphabetic or numeric geographical codes (geocodes) developed to represent countries and dependent areas (us, .au, .uk.)

9. **Truncating** a URL - Removing the oldest data of a web address back to the original domain
10. **Internet** - is a network of many different computers, all over the world, connected together.



Photo Courtesy of Drawing and Painting