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# Research and design an optimised news release

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## English language and literature, marketing, media studies

Use desktop research and Adobe Illustrator to create an attractive, findable digital news release to gain mention or be published by a publication or journal. This activity is designed to teach students to identify newsworthy stories and present them in an attractive way. This lesson plan is appropriate for A level students through to university students.

### Learning objectives

This lesson plan gives students the skills to:

- Research the principals of news releases and identify a 'news-worthy' story
- Present information in an easy-to-digest, accessible format that aligns to SEO best practises
- Use proper language and grammatical nuances to create a clear and compelling message
- Write a naturally keyword-rich article that PR managers find attractive



### Student brief

Give the following brief to your students to follow:

**News releases are the first step in cultivating meaningful business relationships with the media as a marketing, public relations, communication, or business professional. This strategic activity will give you the skills to talk effectively to the public and form strong relationships with PR professionals.**

**In this activity you will compose a newsworthy SEO-rich news release in Adobe Illustrator intended for a publications or influencer's online newsroom or press room.**

### Steps

#### Research (recommended time: 20 minutes)

Start by researching what makes a story newsworthy. Some key points to remember:

- Your story must be relevant to the journalist's usual niche
- Your story must have a hook, a reason to read
- Make sure you use proper grammar, writing principles, and an accessible format
- Your story shouldn't be too long, it should fit on one page

Pick a niche and relevant newsroom to pitch the story to. Press releases are usually new product releases, partnership news, company milestones, winning an award, etc, so consider this when choosing your topic.

### Content creation (recommended time: 30 minutes)

Write your article, remember to follow the rules of news releases and SEO best practise. Your writing should follow an inverted pyramid style, as follows:

- Five short paragraphs (first two paragraphs contain the most important information)
- Three main points
- Two quotes
- Hyperlinks and content information

Your topic should have a primary keyword to incorporate throughout your writing to give your article the best opportunity to rank high on search engines. This keyword should be 'searchable' while being niche enough that you won't have very much competition. When writing, include your keyword naturally throughout the article as much as you can, especially in the:

- Title
- Headline
- Name of images and media
- Alt text for images

In your Illustrator file, ensure your content is easy to read, including relevant logos, contact information, and a clear title. End your press release with a '###'.

### Submit your press release

Export your file as an Interactive PDF, then submit to your teacher to mark or to a peer to review. Find information you will be evaluated on in the rubric.

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Rubric	
Explanation	Student understands a strong attention to detail and the concept of a 'news-worthy' article.
Execution	The student demonstrated full, detailed attention to the successful execution of press release content creation, following the inverted pyramid writing style. The article is keyword-rich, and has a relevant hook tailored to the intended audience.
Tools used	The student used Adobe Illustrator efficiently, resulting in a comprehensive final document.



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