

ASSIGNMENT SHEET

DESN 120 – Computer Illustration

FLYER DESIGN

ASSIGNMENT:

Create a flyer design to promote adult group programs for the Garfield Park Conservatory and Sunken Garden. This flyer will utilize process color (CMYK) and must be visually attractive and have graphic impact to get noticed. The flyer must also successfully communicate that the conservatory offers programs for adult groups. The flyer must be branded with the new logo design. The client has requested an illustration of some kind of flowers or plants that would be representative of the type found at the conservatory.

REQUIREMENTS:

- Create a vector illustration of a plant(s) or flower(s) or a combination of both to have visual impact and communicate the nature of the conservatory.
- Include the new logo you have designed on the previous project. Convert a copy of the file to CMYK.
- Include all of the provided copy that explains the adult programs available.
- Include the provided contact information.

PROCESS:

1. Research plants and flowers that would be appropriate for the illustration. Download some images that provide the visual information you need to create the illustration. Do some sketches if necessary to figure out the style and look of the illustration.
2. Create a template layer with either a photo or scanned sketch, then produce the shapes for the illustration using all the tools and techniques that we have covered in class so far. Save the finished illustration into your folder.
3. Setup a new document that is portrait letter size with 1/8" bleed guides. Setup 1/2" margin guides from the outside edges of the document. Save into your folder as "*Garfield Flyer-Your Name.*"
4. Copy and paste your illustration into the new document. Download the copy provided and copy and paste into the flyer document. Arrange the elements into pleasing and effective composition. Spell check the document before finishing.
5. Create a PDF document according to the in-class instructions and print the document.

GRADING:

This project will be worth 100 points and will be evaluated on the following points:

1. Creativity, and aesthetic qualities of the illustration.
2. Appeal and functionality of the flyer (use of elements and principles of design).
3. Proper procedures and techniques used.
4. Critique participation and meeting the deadline.