

ASSIGNMENT SHEET

DESN 201 – Graphic Design/Visual Communication I

ASSIGNMENT: Flyer Designs

Design two flyer design options that promote attendance for exhibition of historic examples of furniture design by the renowned Herman Miller Company.

OBJECTIVES:

Communicate the nature of the exhibit by using a modern look and feel in the design, along with the location, date, time etc. Use of grid systems and the Golden Mean will be demonstrated to improve composition and proportion.

- Study the nature of flyer design.
- Become familiar with designing using the Golden Mean and the Rule of Thirds.
- Continue to practice with combining type and images within a design space.
- Practice proper document setup
- Consider the use of design elements and principles to create modern style designs

REQUIREMENTS:

- Each design will be Letter Size, full color, full bleed
- Each design must present the look and feel of the Mid-century Modern style
- A demonstration of the Rule of Thirds compositional theory one design and the Golden Mean in the other design – choose appropriate margins at the edges
- Each design must clearly communicate the subject and the details of the exhibition
- All provided copy must be used and be legible within both designs
- Proper hierarchy of information must be demonstrated in both designs
- Choose photos from those provided – images may be cropped or outlined
- Provided logo must be used in both designs
- All images must be at least 200 ppi at the final size in the document and include proper bleed setup
- Both designs will be produced in InDesign

Golden Ratio Design – Positioning, size relationships of images, spacial proportions, motion or any combination of these must be determined by the used of the golden ratio and/or golden spiral.

Rule of Thirds – The design space is divided into thirds on each axis with focal point on one of the intersections and an obvious use of the grid as a compositional device.

METHOD:

1. Download the resource files from the website look at the provided images, copy and logo to understand what you have to work with. Look at examples of designs using the theories discussed for ideas of how to use them.
2. Sketch possible compositions to establish possible layouts. Determine focal point, motion, variety/contrast, unity, etc. Use the provided Golden Mean Rectangles to help with following that theory.
3. Setup an InDesign document with two pages with appropriate margin guides. Use your thumbnail layouts to help with assembling the layouts.
4. Save document into same folder as images and print flyers centered onto tabloid paper.
5. Mount posters to index stock and trim out for critique.

ASSIGNMENT SHEET

DESN 201 – Graphic Design/Visual Communication I

GRADING:

Each design will be a 50 point value. The designs will be assessed according to the requirements listed above and to the grading specification listed on the syllabus.