

ASSIGNMENT SHEET

DESN 201 – Graphic Design/Visual Communication I

ASSIGNMENT: Flyer Design

Create a comprehensive layout for a flyer to promote attendance for the upcoming Poetry on the Green event in April.

OBJECTIVES:

Communicate the nature of the event – poetry readings outside in front of the Shircliff Humanities Building on campus, along with the location, date, time etc. The goal of the flyer is to get students, faculty and staff to become aware of the event and ultimately attend the event. Use of grid systems and the Golden Mean may be considered for use in the design, but are not required.

- Apply what has been learned during the study the nature of flyer design on the previous project.
- Practice creative thought in creating a concept for the flyer.
- Continue to practice with combining type and graphics within the design space.
- Practice proper document setup.
- Consider the use of design elements and principles to create an interesting and appealing design that will promote attendance of the event.

REQUIREMENTS:

- **Letter Size** design in full color, **no bleed with 1/2" margins**
- The design must clearly communicate the subject and the details of the event
- All provided copy must be used and be legible within the design
- Proper hierarchy of information must be demonstrated in the design
- Original illustration or photography may be used. If images are used from the internet, we must have documented proof that we have the legal right to use the image for this purpose.
- If raster images are used, they must be at least 240 ppi at the final size in the document
- The final design will be setup in InDesign, but graphics may be used from Illustrator and/or Photoshop and placed into InDesign.

METHOD:

1. Download the resource files from the website for the copy to see what you need to include in the design. Research the subjects of poetry, nature, springtime, etc. for visual ideas.
2. Sketch possible compositions to establish possible layouts. Determine focal point, motion, variety/contrast, unity, etc.
3. Setup an InDesign document. Work with Photoshop/Illustrator to create any necessary graphics and place into InDesign document. Add text to document and finalize the layout.
4. Print the flyer layout on letter size paper and mount to index stock and trim out for critique.

GRADING:

This design will be a 100 point value. The design will be assessed according to the requirements listed above and to the grading specification listed on the syllabus.