Project 2: Design a Flier

ASSIGNMENT CONCEPTS

• recognize that the audience and intended message are necessary when creating a flier
• determine the need for visual elements and include them in your design
• design your own flier from scratch
• create a grid that works in the background of your flier
• consider visual hierarchy in page layout

DESIGN PROJECT

Client: Your client is a dry cleaning service: “Dry Clean Now.” They want to make potential clients aware of their new store hours. To get people to use their services, they are offering a 50% off coupon for first-time customers.

STEPS

one: complete a creative brief from classroom interview

two: determine the headline text for the flier. Use “fake” text for flier content.

three: begin making thumbnail sketches to determine a general layout for the flier

four: in InDesign, set up a page using guides for your headline, body text and image (if you’re using any).

KEY ELEMENTS TO INCLUDE:

• headline
• body text (fake)
• image (optional)
• color, contrast, white space
• overall layout

note: As in the previous assignment, you are only creating a mock up. You are welcome to use a simple gray box (or boxes) as a placeholder for images, or you can scan or find images on the Web. Keep this in mind, simple is good.

PRODUCTION

Print out the final flier in black and white or color. When printing, set the document to fit the page so the entire image within the on an 8.5 x 11” page. Hand in your creative brief, flier printout and your digital file.

Due next class