

ASSIGNMENT I : FLYER NEEDED

Your first project is a small one- to creat a simple flyer

Project Specs:

Size: 8.5 x 11 inches, or “Letter” sized

Alignment : Portrait or Landscape

Guidelines: Type only. No images; you must use at least 3 sizes of type. (You may use shapes and strokes.)

You may not create anything outside of InDesign and import it for this project.

You can create your flyer about anything. For a default option, please look at the signs posted on the bulletin boards inside the labs - you’ve probably seen them a million times. They say things like “wear headphones” and “no food and drink in labs”. They currently use fairly generic clip-art and MSWord art text.

We can definitely do better. After the assignment is completed we’ll put our versions up instead. You CAN, if you want, choose to create your flyer about something else. In the past, DTP designers have made flyers advertising neighborhood garage sales, greek organization events, roommate searches, attempts to sell possessions so moving is easier come May, etc.

Have fun with your fonts. The restriction on images exists here so that you are forced to consider how fonts can convey your idea. Remember that before photography came along, flyers were all about beautiful type presentation.

Make use of: Fill, stroke, and the components of the Type control bar (both the character formatting and the paragraph formatting options.)

Color: You may use it, but keep in mind that when you print from the lab, you are sending to a black and white printer

If you really want it: You can save your file as a PDF (assuming you have not the InDesign on your personal computer) and print on your printer OR bring it into the Lab Assistants’ office and they’ll print in color for you for a small fee.

No late work is accepted * Printing must be done before class on due date * Write your name clearly on the back of your flyer.



DUE TUESDAY, APRIL 3RD