

# BW Flyer Design

## **Project: Design a letter size flyer to invite students to contribute to the Myriad, ECC Journal for the Arts**

1. Research BW flyers, examine the ways designers make use of contrast, scale, and other design elements and principles to create a dynamic design in only one color ink, and focus attention on the important information.
2. Draw 10 or more thumbnails with possible layouts
3. Reivew these in class with the instructor and other students to choose the best
4. Set up a letter size print doc in InDesignfor the final flyer design, use grids and guidelines, and styles for your type.
5. You may use Illustrator and/or Photoshop for any illustrations, or scan hand-drawn artwork.

### **Flyer Content:**

Headline (you may come up with something, the main idea is to catch people's attention—for example: "Hey!!! Check it out!!!)

Myriad 2019

Creative Arts Journal of El Camino College

You can submit up to:

3 pieces of artwork

3 poems

1 short story 5000 words or less

1 screenplay less than 10 pages

Deadline APRIL 10, 2019 at 11:59pm

For submission directions and to submit, go to

[myriad.submittable.com/submit](http://myriad.submittable.com/submit)

[www.myriad.elcamino.edu](http://www.myriad.elcamino.edu)

Twitter: @ECCmyriad

Facebook: Myriad Mag

Instagram: ECCmyriad

(you could use the logos)

(Flyers need to have the ecc logo somewhere on it.)