LEARNING OBJECTIVES

- Use type in a design displaying concepts of Contrast, Repetition, Alignment, and Proximity.
- Use guides and grids to organize page elements
- Use typographic hierarchy to clearly communicate information
- Use contrast! Black and White only.

INTRODUCTION

Every spring, the ECC Art Department has an open house that coincides with the opening of the student show. It has become a tradition to have a student design for the flyer for the open house. The final design is chosen by the gallery committee, comprised of art department faculty.

.PROJECT SPECS

- The flyer is 11x17
- Black and White, Xerox—final will use colored paper
- No bleeds
- Will be folded in half
- Will be printed on 2 sides
- Must include ECC logo and disclaimer

REQUIRED SUBMISSION FILES

Your final deliverable is an Illustrator (AI) file.

GRADING RUBRIC

You will be graded according to the following criteria:

- You used type in an interesting way, and created a composition using contrast, repetition, alignment, and proximity that clearly communicates the information and catches the eye when posted on the wall.
- You used typographic hierarchy to clearly communicate the relevant information
- You used guides and grids to organize your page and align elements
- You use paragraph and character styles

INSTRUCTIONS

BLOG:
1. Post some research in to arts related flyers or promotional materials for events. You can look at design magazines, and google flyer design.
2. Make thumbnail sketches of your own ideas. Make at least ten small sketches.

FRONT:
1. Make a new 11x17 document.
2. Can use Illustrator or Photoshop or InDesign, or combo of all of these depending on your idea. Whatever program you use, final needs to be placed in InDesign as page 1 of document
2. You may bleed your image (extend beyond the edge of the page) but note that the Xerox will not bleed so there will be a little margin.
3. Place or copy and paste the text into your file from the OpenHouse.docx file. Use the type tools, and character and paragraph panels to style your type.
4. Use contrast, repetition, alignment, and proximity to create a design. You may incorporate other drawing tools, photographs, scans, patterns, etc.
5. Print out a proof and look at it from a typical distance you would view a flyer. Is all of the important information clear? Have you used hierarchy effectively? What is the first read, the second, etc? Does it communicate the idea of performing and visual art?
6. Ask another person to give you an opinion.

BACK:
1. Must be done in InDesign using tables and styles
2. Needs to be clear and accurate. Proofread!
3. Copy and paste the text into your file from the OpenHouseBack.docx file.
4. Export as PDF, print and mat for comp