



Project Details:

Name:

Flyer Design

Dimensions:

5x7 or 7x5

Due:

9/14

Required:

- Flyer one sided
- 3 versions
- 1 or more of supplied photos
- All text supplied
- Printed design
- Packaged INDD file
- Sketches
- High Res PDF

Flyer Design (3)

100pts

PROJECT DESCRIPTION

Use the given text and photos to create three flyers each varying in the layout and composition. Each should use the ALL of the text and choose how to use the images to create an effective overall design.

The images supplied can be manipulated as far as color correction and cropping, but nothing else. For this project all the text needs to be used, but can be in the typeface of your choice as well as how it is arranged.

Design: Sketches are important when dealing with layout. They will need to be shown to the instructor prior to beginning project.

Size: 5x7

- Required:**
1. Flyer one sided
 2. 1 or more of supplied photos
 3. All text supplied
 5. Printed design
 6. Packaged InDesign file
 7. Sketches
 8. 3 versions
 9. High Resolution PDF

COPY

Headline: Baltimore's Fashion Week

Subhead: Focused Poised Community Driven

Where: August 10-14 2009 War Memorial Building

Additional info: Tickets available on-line

Info: <http://www.baltimoresfashionweek.com>

SCHEDULE

Week one (9/07): No Class. Post to 123 face book page

Week two (9/14): Bring in final printed projects for final critique
Have project cut to the edge and ready for presentation.
Have the packaged InDesign file and pdf on the sever at the beginning of class under To be graded/Project 1

GRADING SHEET	NAME _____		PROJECT _____		
	DATE SUBMITTED _____	ADDITIONAL INFO _____			
			ACTUAL POINTS	POINTS	
01	Concept			/25	
02	Use of graphics (How did you use the provided images creatively)			/20	
03	Overall Design and Layout			/15	
04	Hierarchy			/10	
05	Does the design convey the appropriate message			/10	
06	Sketches complete			/5	
07	InDesign File (points below make up total points)			/15	
08	a. All fonts collected			/2	
09	b. All images collected			/2	
10	c. Document is the right size			/2	
11	d. Document uses bleed edge and not margin			/2	
12	e. All images are CMYK			/4	
13	f. Uses the correct file types (.tiff and eps)			/3	
14					
15	Not printed (-11 points)				
16	Incomplete (- 50%)				
17	Late: (-15 points)				
18	Final Score:			/100	
19	Percentage:			100%	
20	Letter Grade:			A/B/C/D/E	
21	Notes:				
22					
23					
24					
25					
26					
27					
28					
29	POSSIBLE POINTS	100-90 A	89-80 B	79-70 C	69-60 D