

Design Brief

Windshield Flyers

Overview:

You will be creating a **business flyer** or **invitation** to an event. You will decide where you would be distributing these and who your **demographic** is when designing your flyers. Windshield flyers are a typical examples of **unsolicited advertizing**. Have you seen these before? People often hand them out in the street in large cities, at festivals, and they can also be placed on vehicle windshields.

Input (What do you need to know before you begin?)

You can **choose any business, festival, opening event, sale**, etc. This can be a restaurant opening, sky-diving company, salon, etc. This does not have to be an existing business— You can make it up. Brainstorm the information you will have to include. Think about possible **colors, images and styles** to reach your demographic. You want to give people the necessary information —> **who, what, where, when , why, how?**

Process:

- Open MS Publisher
 - Flyer # 1—Choose a **template** from the design gallery.
 - Flyer # 2– Begin with a **blank document, Landscape orientation, 11 x 8.5”** and use shapes, lines, patterns, and images to create your own designs. You will need to bring in a photograph to scan and incorporate into your flyer.
 - Flyer # 3– Completely **RE-DESIGN flyer # 1 or 2** but you may only use **black and white, start with a BLANK DOCUMENT**. This flyer must include the same information, but it must be set up in a completely different way (layout, fonts, images, etc.)
 - * **One of the three flyers must be set up as a landscape.**
- Answer the following questions:
 - Who?** Who are you? Who are you trying to reach with your flyer?
 - What?** What are you advertizing, selling, or inviting people to?
 - Where?** Where are you located? Do you have a web site, multiple locations, etc?
 - When?** When are you open , when is the sale or event? You may also direct people to a web site to get this information.
 - Why?** Why should people choose you or attend your event?
- Design your ad using the ‘Elements & Principles of Design’ handouts
- Save when you are done (it is a good idea to get into the habit of saving every 5 minutes or so)
 - Name your files and save them to your H-Drive (permanent storage) You can use a flash drive as back-up.
 - Use graphics from stock photos, copyright free images, Google images, clip art, etc.
 - Answer these questions:

Output

- Show your instructor your three completed flyers before printing.
- Use “review” tools to check spelling and grammar.
- Print preview
- Print...send to the Color Savin printer
- Complete an engineering report and save it to your H-Drive. Print to the color Savin.

Feedback

You will have a chance to find images other than clip art available on MS Publisher. Here are the sites you are permitted to browse for royalty free images:

<http://www.stockphotography.com>

[Www. Everystockphoto.com](http://www.Everystockphoto.com)

[Www.clipartconnection.com](http://www.clipartconnection.com)

[Www.google.com](http://www.google.com) (click “:images”)

www.deviantart.com

Get Started.....

Flyer # 1 (template): *What is the purpose or topic of this flyer?*

Where would you distribute these?

Who is your demographic ?

What colors, fonts and images will help connect to your audience?

What information will you include?

Who?

What?

Where?

When?

Why?

How?