**Design Principles Activity #3**

Instructions:

1. Using a word processing program or desktop publishing program, design the following items.
2. As you design each item, be sure to incorporate the four design principles and follow the font guidelines learned.
3. Design a business card for yourself to include the following:
   1. Size: 2in X 3.5in (can be portrait or landscape)
   2. First and last name, job title, name of business or company, phone number of business, address of business, at least one image, and at least one drawing object.
   3. Save this document to your student folder as BusinessCard.
4. Flyer advertisement to include the following:
   1. Announce a “Day after Thanksgiving Day” sale.
   2. Size of flyer: 8.5in X 5.5in (can be portrait or landscape)
   3. Name, address, phone number, and website of store having the sale.
   4. Dates and times of sale and hours of operation for the store.
   5. List some of the items on sale with their original price, percentage off, or marked down price.
   6. Offer a coupon or extra incentive to get customers to just come in and browse.
   7. Include 3 images and 2 drawing objects.
   8. Save this document to your student folder as ThanksgivingAd.
5. Two-page newsletter to include the following:
   1. Size: 8.5in X 11in
   2. Name, address, phone number, and website address of your school displayed in a masthead across the top of all columns on first page.
   3. Must format for at least 2 columns of text on both pages.
   4. Minimum of 4 graphics/images with captions to include
      1. your school mascot
      2. a student, teacher, or administrator
      3. a campus event
   5. Minimum of 5 different articles/stories within the newsletter. Articles may be about sports events, club meetings, fundraisers, career fairs, student of the week, teacher of the year, etc.
   6. Each article must have a title and relevant text. Text should be in complete sentences.
   7. Demonstrate at least 2 drop caps within the article text.
   8. Justify the text within the columns.
   9. Include page numbers.
   10. Save this document to your student folder as **SchoolNews**.
6. Create a new word processing document and save it to your student folder as **DesignExplained**.
   1. Create a title for the page.
   2. Create three headings for Business Card, Flyer Advertisement, and Newsletter.
   3. Beneath each heading, list Contrast, Repetition, Alignment, Proximity, and Font guidelines.
   4. Beneath each design principle, list the ways in which you incorporated each principle into the design of your publications.
   5. Beneath the font guidelines, list the guidelines you adhered to while designing your publications.
7. Create a new word processing document and save it to your student folder as **DesignCover**.
   1. Design a cover page to properly present your publications.
   2. Be sure to include a title, page border, student first and last name, date, and course name.
8. Print items 3-6 in color.
9. Print item 7 in color and double side the printing so that the second page prints on the back side of the first page. (Be sure that the second page does not print upside down. The text on each side should point up towards the same edge of the sheet of paper.)
10. Organize them in this order: DesignCover, DesignExplained, BusinessCard, ThanksgivingAd, SchoolNews.
11. Compile them into a presentation such as a three-brad report folder, single-ring holder, or sliding-bar report cover.

You will receive 3 separate grades for this assignment.

Your publications will be graded according to the criteria on the attached rubrics.