1.02 Design an Advertisement and Flyer for a Business

Directions: In this activity, you will assume the role of a graphic designer. You have been hired to design an advertisement and flyer for the grand-opening of your fellow classmate’s new business. In consideration of the Systems Approach to design, complete the following steps:

1. Collect Information:
   1. Interview the business owner to gather information about their new company, the target audience, and design goals. You may use the 1.02 Design Project Client Questionnaire, if desired.
   2. Determine the technical requirements for the design project:
      1. The advertisement will be placed in the local newspaper. The allotted ad space is 6” in height and 5” in width. The advertisement will be printed in black and white.
      2. The flyer size will be 8 ½” x 11” and will be printed in color.
2. Work with the business owner to develop a plan. Agree on deadlines and make sure you are clear about your client’s goals.
3. Brainstorm:
   1. Research newspaper ads, magazine ads, and flyer examples for inspiration.
   2. Research competitive or similar company designs.
   3. Sketch ideas. Sketches must be approved by the teacher.
4. Experiment: Using desktop publishing software, develop designs for a newspaper ad and flyer to be shared with your client.
5. Proofread: Have a fellow classmate proofread your work. Make corrections based on their feedback.
6. Revise: Meet with your client and share your designs. Revise the design based on their feedback.

**1.02 Design Project Client Questionnaire**

**Contact Information**

1. Who is the contact person responsible for the final approval of this design project for your company?

Name: Click here to enter text.

Address: Click here to enter text.

Phone: Click here to enter text.

**Service**

1. Do you need to redesign an existing logo/design, or create a new one? Check one of the following:

☐My company has an existing logo.

☐My company would like a redesign of an existing logo.

☐My company needs a new logo one created.

2. What type of design do you need? Logo, brochure/pamphlet, print ad, event kit (flyers, invitations, etc.), corporate identity kit (business card, letterhead, etc.), website graphics, product packaging, etc. Please describe: Click here to enter text.

3. What is your target deadline for having the designs ready for use? Click here to enter text.

**Company Information**

1. What is your Company’s Objective or Mission Statement? (If you do not have one, what is the nature of your business?) Click here to enter text.

2. How old is your company? Click here to enter text.

3. How do you envision this project supporting your company’s missions and objectives?  
 Click here to enter text.

4. How will you judge the success of this project? Click here to enter text.

**Purpose of Design**

1. What are you hoping to accomplish/achieve with this design?

Please select all that apply: ☐educate ☐sell ☐promote

If other, please describe: Click here to enter text.

2. Who is your target audience?

Please list any information you think may be relevant such as age, gender, income, political affiliation, education level, ethnicity, primary language, religion, location, etc.

Click here to enter text.

**1.02 Design Project Client Questionnaire Continued**

**Budget**

1. What is your company’s budget for this project? Click here to enter text.

**Design Details**

1. Do you have images, text, colors, or other design details you would like used?  
 Click here to enter text.

2. Are there specific features or effects you would like to include?

Click here to enter text.

3. What items do you already have that we can use to develop your design?

Click here to enter text.

Note: Please make sure you have the legal property or usage rights of any content, graphics or photos you wish to use/incorporate.

Tip: The professional appearance of your finished design has a lot to do with the colors and design elements you choose. If you need us to find or create graphics or photos for you, we will be happy to provide that service on an hourly basis.

**Style**

1. Choose three to five adjectives you would like the style of your design to express: professional, sophisticated, conservative, fun, friendly, formal, casual, progressive, serious, classy, easy, humorous, service-oriented, etc. Please describe: Click here to enter text.

2. Select any visual elements or styles that MUST be utilized from existing materials: logo, letterhead, key phrases, colors, typeface. Please describe: Click here to enter text.

**Colors**

1. Do you have a preferred color scheme for your design?

Possible Colors or Color Schemes: blues, greens, yellows, oranges, reds, purples, black & white, autumn hues, winter tones, spring florals, summer warmth, bold, metallic, neon, muted, pastel, earthy, ocean, volcanic, etc. Please describe: Click here to enter text.

**Inspiration**

1. Are there any logos/designs/ads/media that have a look and feel you admire? Click here to enter text.

If so, please include links, references, images, and/or identify the particular features you find most appealing.