

Create and Design an Anti-Drug or Anti-Smoking Flyer



OBJECTIVE:

To create a flyer that promotes a drug-free or smoke-free life



PROJECT OVERVIEW:

Flyers are an effective way to deliver information to readers, especially when the message is clear, the text concise, and the layout graphically pleasing. In this project, your assignment is to create a persuasive flyer, which should include a catchy headline, easy-to-read body copy, and an enticing graphic, all conveying the beneficial results of living smoke- and drug-free lives.



GET TO KNOW WHAT YOU'RE DESIGNING:

Flyers are one-sided, one-page documents that usually communicate a single message. Flyers are used by just about every organization imaginable, from churches and schools to clubs and prom committees. Flyers can be used to announce anything—the birth of a child, a golf tournament, or a meeting, just to name a few. The purpose of a flyer is to grab the attention of the intended audience and communicate a message as quickly as possible.



STRATEGIES AND DESIGN TIPS TO FOLLOW:

1. First, decide on the subject of your flyer, either anti-drug or anti-smoking. Using the Internet and other resource materials, research your topic gathering facts and statistics about the dangers of using drugs or smoking. Be sure to keep track of the sources where you obtain the information.
2. Consider using graphics obtained from the Internet to help communicate your message.
3. Use a maximum of three fonts on your flyer.
4. Organize the information you obtained so that when used on the flyer, it makes sense to the reader.
5. Carefully read through all parts included in this project. Before beginning any work on your computer, use a blank sheet of paper to sketch the layout and design of the document you will be creating.

Project #19: Create and Design an Anti-Drug or Anti-Smoking Flyer (*continued*)



INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.
2. Save the file as **"Flyer"** to the "Publish It!" folder.
3. Set up your document using the "Page Setup Instructions" provided on the next page.
4. Complete the "Content and Design Steps to Follow" provided below.
5. Proofread your work carefully for accuracy, design, and format.
6. Resave the file.
7. Print a copy of the document. Refer to the "Suggested Printing and Finishing Instructions" provided below.



CONTENT AND DESIGN STEPS TO FOLLOW:

1. Decide on the subject of your flyer (either anti-drug or anti-smoking).
2. Include the following on your flyer:
 - A large, bold, headline title that communicates the message of your flyer
 - One or more graphic image(s) that reinforce(s) the message and other key points highlighted in your flyer
 - A brief paragraph or bulleted list that summarizes the dangers and risks of using drugs or smoking (depending on the subject selected)
Include several important facts and statistics to support your statements
sources for the data you use in your flyer)
 - Add additional relevant information that will help to "drive home" the message of your flyer
3. Add additional text and/or graphic elements to help enhance the look and design of the document.
4. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.
5. Go to Step 5 in the "Instructions" provided above.



SUGGESTED PRINTING AND FINISHING INSTRUCTIONS:

Print the flyer on colored or cardstock paper.

Project #19: Create and Design an Anti-Drug or Anti-Smoking Flyer (*continued*)



PAGE SETUP INSTRUCTIONS:

of pages: 1
Dimensions: 8.5 x 11 inches
Margins: .5 inches on all sides
Orientation: Portrait

8.5"

Place the contents of your
flyer here

11"