

Student Activity Sheet

Introduction to Principles of Design

Open Adobe Indesign- this is a layout program

Know the following:

1. Identify the FIVE basic principles of design - CRAP-E

Create an Original Flyer and Apply CRAP to your work:

1. Choose one of the following three ideas for the text for your flyer.
2. You may add detail to further explain your ad.
3. You can add shapes and more.....Use the fill and stroke menu to add color
4. You may place the text on the page in any order that you wish but be sure to apply CRAP
5. How will you be graded? See Rubric on the back of this page.

Flyer Text Ideas:

Book Sale

The Cereal Murders Bug

A Culinary Mystery

By Diane Mott Davidson

Author of Prime Cut

The Girl with the Dragon Tattoo

Intrigue and Mystery

By Stieg Larsson

Author of The Idiot

Waiter, There's Soup in My

Wonders of Edible Insects

By Peter Orszag

Author of The Soup of the Day

Hot Grocery Buys

Boneless New York Steak

Value Pack

In the Beef Section

1.49 per lb.

Maine Lobster Tail

Frozen Fresh

In the Seafood Section

2.99 per lb.

Butt Pork Roast

Excellent Value

In the Pork Section

1.89 per lb.

Great Vacation Packages

Mexico City

Round Trip

Only \$250

Connecting Flights Available

New York City

Tourist Special

Only \$425

See All of the City Sights

Las Vegas

Gambling Package

Only \$399

Your Favorite Casinos

GRADING RUBRIC		
Description	Max Points	Your Points
Evidence of Contrast <i>Something Stands Out</i>	20	
Evidence of Repetition <i>Some element repeated</i>	20	
Evidence of Alignment <i>Items on page lined up with other items</i>	20	
Evidence of Proximity <i>Related items grouped</i>	20	
Layout <i>Pleasing to the eye</i>	5	
	5	
Originality / Creativity <i>Looks like you put some thought and effort into this one</i>	10	
Deductions for spelling errors <i>Use Spell Check</i>	-2 each	
TOTAL	100	

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