Instructional Scenario
Designing a Printable Holiday Flyer for Critique

Course/Duty Area: Computer Information Systems, Advanced/Designing Media for Print and Interactive Channels

Scenario:
You have decided to host a holiday party for your favorite holiday. To promote this event, you will create an eye-catching flyer that can be printed and displayed in the hallways. As you design your flyer, consider the following.

- **Visual Appeal**: How will your flyer attract attention? Ensure that it is visually engaging.
- **Readability**: Is your flyer easy to read from a distance?
- **Platform Adaptation**: Will the same design work for social media, or do you need a separate version for that platform?
- **Essential Information**: Include key details such as the date, time, location, and purpose of the event so that everyone understands when, where, and what the event entails.

Presentation Guidelines

You will present your flyer to the class using two methods:

1. Display the flyer in color on your monitor, ensuring that all four corners are visible.
2. Print a black-and-white draft to place in front of the monitor. **Tip**: Printing from a PDF will include the background. If printing from a word processing program, the background may not be included. To print, go to **FILE > PRINT > OKAY**, and select the correct printer. Remember to click print only once!

Critique Process

Once everyone's workstations are set, each student will receive four stickers/votes. You will silently walk around to view your classmates' work and select your top four favorites. You may vote for your own flyer once, but only if you genuinely believe it deserves recognition. Please remain standing until all students have completed voting. After voting, return to your seats to count the stickers/votes. This will also be an opportunity for you to reflect on the effectiveness of your flyer and how it was received. Remember, strong designs are developed through practice, so don't take feedback personally. The four flyers with the most votes will be printed in color.

Extension Activity

To enhance problem-solving and communication skills, fill the printer with a limited amount of paper so that it frequently runs out. This will encourage students to troubleshoot and collaborate as they repeat the printing process throughout the day.

Big Question:

How will you effectively design and present your holiday party flyer to promote the event?

Focused Questions:

- What software should you use to design your flyer?
- What principles of design, layout, and typography do you need to consider for a flyer?
- How do you add a background color? A border? A textbox? WordArt?
- What kinds of fonts and colors work together best for a flyer?
- What is a serif vs. sans serif font? Where should each be used?
- What are complimentary colors?
- What kind of visuals draw people in? How do the visuals help tell the viewer about the event?
- How can you enhance the appearance of your flyer?
- What is desktop publishing?
- What is a PDF?
- How do you create a PDF of my flyer?
- What is the difference between printing a document from a word processing application and printing from a PDF?
- How would you change your design for social media?
- What is a critique? Why is feedback helpful? How does it help you to see other students work?

Student Project or Outcome:

Students will create a flyer that they will display digitally and in print for their peers (see presentation guidelines). They will learn about enhancing desktop publishing by using the elements of design to create media for print, while learning about printing and converting files to different file formats.

Project-Based Assessment:

Students will be assessed by their peers through a silent vote (see critique process), and the top four flyers they choose will be printed in color and displayed in the room.

Teacher Resources:

- 40 Eye-Catching Flyer Examples to Inspire You, Visme
- Serif and Sans-Serif Fonts -- What's the Difference?, Easil
- Serif vs. Sans Serif fonts on Canva, Canva
- PDF advantages as the best business document format, Adobe

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