

Homework: Flier – Individual (5 points total)

Purpose: Create a visually dynamic flier for an upcoming event related to something in your life, a student club or activity, or even a performance

Audience: Your instructor, your peers, the people you want at the event

The Assignment

Compose a visually dynamic and persuasive flier based on what we have read in the Anderson text about page design and reader-centered graphics. You may create a flier for any event, product, presentation, or performance. However, your subject matter must be material suitable for classroom discussion. You may create a full-size flier (8.5"x11") in portrait or landscape format, or you may create a smaller flier for venues such as clubs or events such as art shows.

Goals of the Flier Assignment

The following are the objectives for this assignment:

- Compose the flier with a complex audience in mind
- Use the HATS, CARP, and BLUF methodologies to create an effective document
- Design the flier so that it works at a distance and close up
- Use a full-color design
- Use appropriate prose for your intended audience
- Persuade your audience to attend, purchase, contribute, rally, etc.