

The Four Design Principles Applied

Okay, here's the situation: I was coming to work recently and I passed a "Super Mercado" at the corner. There was an old truck parked at the corner with a vinyl banner attached to the side featuring the following message: "Las carnes mas deliciosa. Jugosos mariscos muy frescos. Son en..." The logo for the market was beneath this message. It looked like this:

Las carnes mas deliciosa
Jugosos mariscos muy frescos
Son en.....



So, what are we to do with this banner?

I want you to *redesign* it using all the wonderful things you have learned about design over the past few weeks.

You must show that you understand what to do with this design. It is yours to redo any way you please. Please do your best to make this banner really special.

- A. Make the banner box ten (10) inches wide and three (3) inches tall.
- B. Set up the page so it is wide. (File -> Document Setup)
- C. You may use any colors you deem appropriate.
- D. The clip art image (logo.gif) is in StudentsTempFiles -> Marmolejo CGD 1-2 -> El Torito. Copy it to your Pictures folder. Use the "Clipping Path" technique we learned in class to take the white background off of the image.
- E. Enable your Document Grid and Snap to Grid (View -> Grids & Guides), and align all images and text to the grid structure.
- F. Set your margins to .125" (Layout -> Margins and Columns...).
- G. Use all four of the Principles of Design (C.R.A. P.) in your design!

Objective: Students will demonstrate an understanding of the principles of design by re-designing an example banner taken from real life.