Harriet Mazyck

Tuesday/Thursday

CS114

Designing a magazine piece for the Sawdust Festival yielded a right of way to produce a very colorful and fun design. The very nature of an Arts Festival is to view creative designs in various formats that are pleasing to the eye. Because Sawdust is a non-profit organization, they would definitely need to get as many patrons to visit the festival, as possible. Not only would that help them promote their passion, but it would also help them to gain much needed revenue to continue sponsoring the festival to promote their cause.

I chose a very colorful palette with vibrant pictures so the eye-catching design would cause a viewer to pause to see the message presented on that page. I used various pictures from the festival to show the various gifts of the participating artists. I didn't want to overpower the page with too many images, so I chose to differentiate the sizes so the page didn't look cluttered. Featured as the main focal point, I chose to use a picture of the building itself, because of its architectural uniqueness and aesthetic coloring. The entry way looks very inviting and would arose one's curiosity. Rather than placing the text in a traditional way, I chose to place it in the middle of the page in a complimentary colored gradient backdrop. I used different fonts to give a voice to the main items like the name of the festival, the date, and place. In the body of the text, I highlighted the fun events by choosing to center those featured activities in white. The contrast adds a very crisp view.

The entire page lays anchored in a gradient bed that blends various colors of the artwork and the featured structure. The artsy announcement was fun to design.

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Justification 3

Designing calendars gives a lot of freedom to using color and colorful images. I began with an eye-catching design in the background of the Organization's name, so that anyone catching a glimpse of it will be motivated to check out the complete offerings advertised on the flyer.

Using the Master-Page feature is very convenient, in that I was able to set up all of the repetitive information on one page—the header (complete with varying text, colors, and precise text placement on a colorful background image) and copy it on to the others. By overriding the Master-page feature on the other pages, I was able to modify the basic design by using different shapes as picture-place holders, varying phrases, etc. to create unique individual pages within the conclusive calendar.

Being able to do the calendar in Excel created a great starting point, as the auto-fill feature easily filled in the necessary information. I chose pictures that show some of the animals served by the Humane Society in delightful poses, to create a reflectory moment to bring about a heart-felt connection to the individuals viewing them as they recall a pleasant moment they encountered with nature's animal creation.

The calendars would be used to create an interest from potential and regular donors. Therefore, the three coupons attached would be worth the reader's time and interest. Seeing the images of the three pet stores speaks to the sponsorship of respectable pet stores and would, hopefully, inspire a few patrons to contribute also.

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Justification 4

Hollywood Sandwich Shoppe

Based on the requests and comments made by the Art Director and the Sandwich Shop’s Owner, I based the design on a letter-size sheet using a landscape orientation to accompany the vast amount of text provided by the Owner. I initially attempted to use a tri-fold composition, but after importing the text, I realized it would appear cluttered and the text would dominate the layout.

Instead, I used a two column composition, which allowed me more space to place attractive graphics, some with a reduced degree of transparency and others in their full beautiful appearance. Varied colors, styles, and placement of text information serves as additional aesthetically pleasing elements. Before I began, I was careful to place guides at indicative points to ensure that a good fold-grid had been developed so the folding machine would be able to manipulate it easily and properly. I used the paragraph indent feature for better placement of the contents, away from the left edge of the inside left margin.

I worked around the company logo, which is fundamentally sound, but not as attractive as I would have liked to have made it to represent the allure of Hollywood where things are usually a bit more glamorous. The purple color was a good spin off for a color scheme of a contrasting purple color that was applied to the subheading texts and complimentary items paragraphs along with the bold red writing surrounding the chef complimenting her white jacket. Although the names of the items are bold, I chose to apply a softer italics style to the prices that I relocated from the bottom of the items’ descriptions. To make the menu easier to navigate through, the subheadings were placed centrally atop the items included in its segments.

To enhance the design, I chose an inviting image of a chef promising VIP Red-Carpet service to all of their customers. The Hollywood theme was further expressed with the placement of Philicia Rashaad’s picture, as well as the dish that was named for her. The thought of spotting a star in the venue would certainly spark people’s desire to visit the shop! Using the text-wrap feature, I placed the iconic dish in the midst of the textual information about the special addition.

The eye-feast ends with an appealing tray of beautiful sandwich cookies which would entice visitors to complete their meals with a scrumptious dessert even if it they don’t choose them.

The owners were thinking of a more bland design of black and white, but that wouldn’t be a very good choice when trying to gain and retain customers for a restaurant. The more appealing that menu is, the greater the customers’ appetites will be. Since they left the option open to some color, I used it. The more appealing the menu, the more customers they’ll have. The extra funds in turn will far cover the costs of the small additional expense. Should they choose to opt for black and white, the varying design elements, graphics, and text will still be appealing.