



## ZADAI - SENIOR LAB - OFF-SITE LEARNING PACKET DAY 8

**Discipline**—Apply design elements in moderation

Note: Discipline may be the most difficult design principle to apply. With EPP, you have a tremendous amount of design features at your fingertips, making it easy to get carried away by using too many of them in one document. Remember, the adage “simple is better” certainly applies to EPP document design.

**Contrast**—Decide whether the ad’s purpose dictates that its design maintain either high or low contrast

Note: *Contrast* refers to the relative amount of space devoted to text, graphics, and white space. Depending upon the purpose of the ad it can have either high or low contrast.

Review the second part of the assignment as follows:

Complete the following steps in the order indicated below. Write a checkmark on the blank before each step as you complete it.

\_\_\_\_\_ 1. Using a pencil and tracing paper, trace the magazine ad you selected for Part A of this assignment. Take care to suggest the size, shape, and tone of the art. Letter in the headline. Indicate body copy by ruling parallel lines.

\_\_\_\_\_ 2. Rearrange the elements in the ad you selected, not necessarily to improve the ad, but to see what other arrangements are possible. Do at least three thumbnails on 8 1/2" x 11" white paper to explore alternative combinations. Be sure your thumbnails are kept in correct proportion.

\_\_\_\_\_ 3. Choose the thumbnail you like best from step 2, and do a rough layout of it on a grid.

\_\_\_\_\_ 4. Attach the original ad, your tracing of it, your thumbnails, and rough layout to this assignment sheet and submit the assignment to your instructor for evaluation.

### **Closure:**

Survey class comprehension by asking the following questions:

True or false: Unity is achieved when the reader’s eye is directed through the ad. (False)

True or false: Proportion is achieved when the size of all design elements are in relation to their importance (True)

### **Assessment:**

Informal – HW - Work sheet #1 (10 Pts.)

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Objective 8

## Assignment Sheet 1—Evaluate the Design of a Magazine Ad

Name \_\_\_\_\_ Overall Rating \_\_\_\_\_

Date \_\_\_\_\_

Evaluation Criteria	Rating
• Directions were followed	_____
• Questionnaire completed correctly, illustrating student comprehension	_____
• Student renovation of selected ad shows effort and comprehension	_____

Basic Skills



### Part A—Design Evaluation

Directions

Select from a magazine a full-page ad having art, a headline, and body copy. Describe the ad's purpose and then evaluate the ad's design by writing brief statements about each of the design principles listed.

1. Purpose \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Coherence \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ZADAI - SENIOR LAB - OFF-SITE LEARNING PACKET DAY 8 **Assignment Sheet 1**

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3. Proportion \_\_\_\_\_

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4. Direction \_\_\_\_\_

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5. Unity \_\_\_\_\_

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6. Discipline \_\_\_\_\_

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7. Contrast \_\_\_\_\_

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Directions

**Part B—Thumbnails and rough layout**

Complete the following steps in the order indicated below. Write a checkmark on the blank before each step as you complete it.

- \_\_\_\_\_ 1. Using a pencil and tracing paper, trace the magazine ad you selected for Part A of this assignment. Take care to suggest the size, shape, and tone of the art. Letter in the headline. Indicate body copy by ruling parallel lines.
  
- \_\_\_\_\_ 2. Rearrange the elements in the ad you selected, not necessarily to improve the ad, but to see what other arrangements are possible. Do at least three thumbnails on 8 1/2" x 11" white paper to explore alternative combinations. Be sure your thumbnails are kept in correct proportion.
  
- \_\_\_\_\_ 3. Choose the thumbnail you like best from step 2, and do a rough layout of it on a grid.
  
- \_\_\_\_\_ 4. Attach the original ad, your tracing of it, your thumbnails, and rough layout to this assignment sheet and submit the assignment to your instructor for evaluation.

## Instruction and Categories definitions handout

**Purpose**—Determine the ad’s purpose and the relative importance of the information it was intended to communicate

**Coherence**—The ad’s integration of the design elements used so that the ad’s appearance is coherent with its purpose

Note: The success of a design depends on how well each design element relates to the other elements in the design. To create a coherent document design, you must judge the appropriateness of each design element as it relates to the other elements and to the document’s purpose.

**Proportion**—Determine size of all design elements in relation to their importance

Note: There are no absolutes concerning appropriate proportion in document design. Visualization of a design is important in determining the appropriateness of each design element in the document. For example a large headline cramped into a small space looks out of proportion, and likewise, does the small headline placed in a large space.

**Direction** (sequence, movement)—Determine a logical directional pattern for reader’s eye movement as he or she reads the document

Note: The design elements you use should guide your reader’s eye from point to point in the document, usually following a pattern that begins at the optical center of the design and continues in a clockwise direction to the upper

**Unity**—Assemble the various design elements so that they fit together as a harmonious unit

**Discipline**—Apply design elements in moderation

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