

CHAPTER 4 Enrichment Activity

Design Makeover

The following design has a number of problems. Use the PARC principles to evaluate the design. Then read the comments below to see if you have come to similar conclusions.

The advertisement is enclosed in a rectangular border. In the top-left corner, there is a black trapezoidal shape containing the text "12 MONTH WARRENTY" in white, bold, sans-serif font. To its right, the text "All types of car repair!" is centered. Further right, a jagged starburst shape contains "\$19.99 Oil Change". Below the "12 MONTH WARRENTY" text, there is a paragraph of text: "Loaner car for major service! We'll even pick you up! See store for details." In the center of the ad is a cartoon illustration of a mechanic in a green shirt and blue pants, carrying a toolbox. To the right of the mechanic, the phone number "1-800-123-4567" is displayed in a bold, black, sans-serif font, with "ASE Certified" written below it. At the bottom of the ad, there is a black horizontal bar with the text "Car Repair" in white, bold, sans-serif font. On the left side of this bar, there is a white oval containing the text "Low price guarantee".

Proximity: This particular design has fairly good proximity, with obvious visual groups, though some of these groups should be organized to help the reader digest the information more easily.

Alignment: The design uses extremely poor choices related to alignment. Three alignments (left, center, and right) are used, rather than the designer making a conscious choice about a design. Additionally, objects are not aligned with each other, creating a haphazard arrangement of ideas seemingly thrown on the page in a random order.

Repetition: Various font choices, styles, and typefaces are used with no regard to how these choices could be used to help organize the information.

CHAPTER 4 Enrichment Activity

Contrast: Some good contrast, but the information needs to be better organized. Which thing is most important? This is the thing that should be the object of greatest contrast. Furthermore, the clip art is too small to be effective.

Mechanics: Warranty is misspelled. Spelling problems create an air of mistrust and a concern for professionalism. Spelling and grammar mistakes can cause the need for expensive and time consuming reprints or the loss of business. Be sure to always run a spell check to avoid embarrassing and costly mistakes.

CHAPTER 4 Enrichment Activity

Step-by-Step

1. In Microsoft Publisher, open **Data File OLC-4** in **Enrichment Activities>Chapter 4**.
2. Zoom out and choose **View>Boundaries and Guides**.
3. Move the old design into the scratch area.
4. With the old design still selected, click the **Ungroup** button displayed below the design (Figure 4.1).
5. At the bottom of the design, create a black rectangle from one side of the ad to the other side with a height of 0.760 inches (Figure 4.1).
6. Select this new rectangle, and choose **Arrange>Send to Master Page**. This way, the shape cannot be accidentally moved or selected.
7. Choose **Arrange>Layout Guides>Grid Guides**, and set a **5 column** grid with a **0 inch gutter**.
8. Move the clip art from the scratch area to the new design. Resize the image until it is as wide as the first two columns (Figure 4.2).

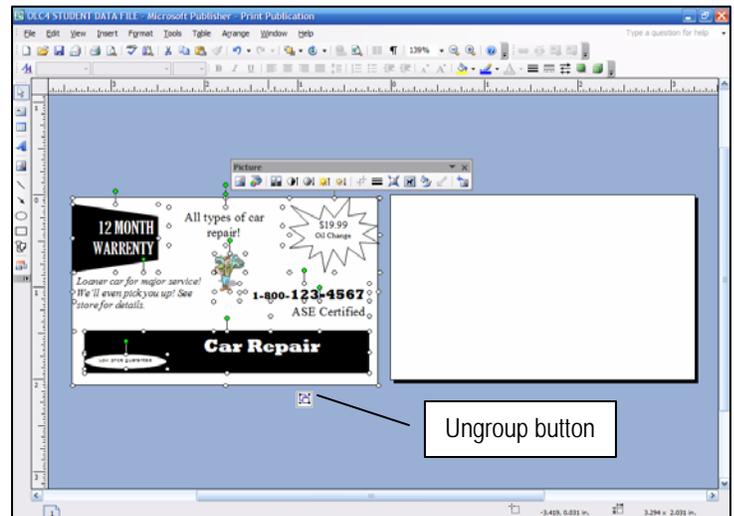


Figure 4.1 Move the old design to keep the pieces you may need.

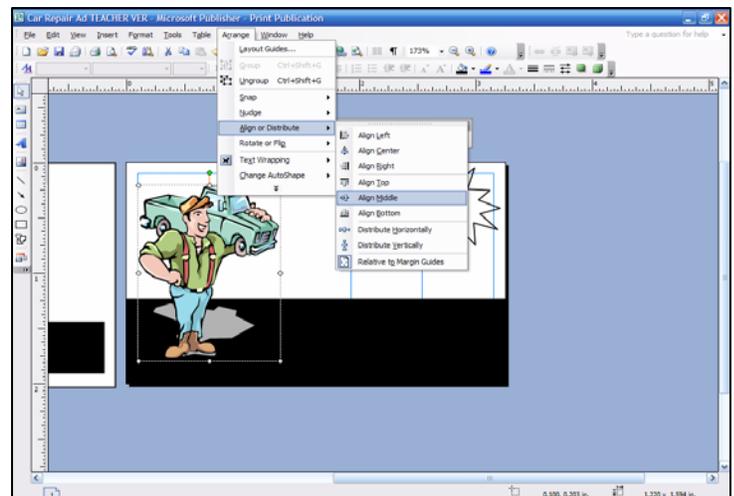


Figure 4.2 Align objects in relation to margins or in relation to other objects.

CHAPTER 4 Enrichment Activity

9. Select the clip art, and choose **Arrange>Align or Distribute>Relative to Margin Guides**.
10. With the graphic still selected, choose **Arrange>Align or Distribute>Align Middle** (Figure 4.2).
11. Move the Starburst Attention Getter from the old design into the position shown in Figure 4.3.
12. Use the green rotate handle to slightly rotate the starburst clockwise.
13. Create a text box in the third column in the top white part.
Key:
Car Repair
12 Month Warranty
All types of repair!
14. Change *Car Repair* to a contrasting font family, and resize as needed. Select the rest of the text and reduce the font size to **8 pt.** (Figure 4.4)
15. Select all the text and **Align Left**.
16. Select all the text, and choose **Format>Paragraph**. Add **5 pt** spacing **After** each paragraph.
17. Create another text box in the third column, but in the bottom black rectangle. Cut and paste the text from the scratch area (Figure 4.4).

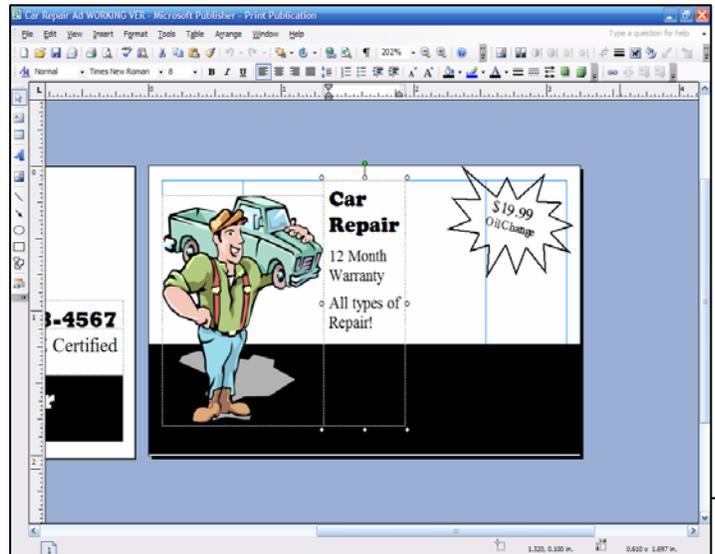


Figure 4.3 Graphics serve as a point of visual interest for the reader. Aligning text next to a graphic will help the message get noticed.

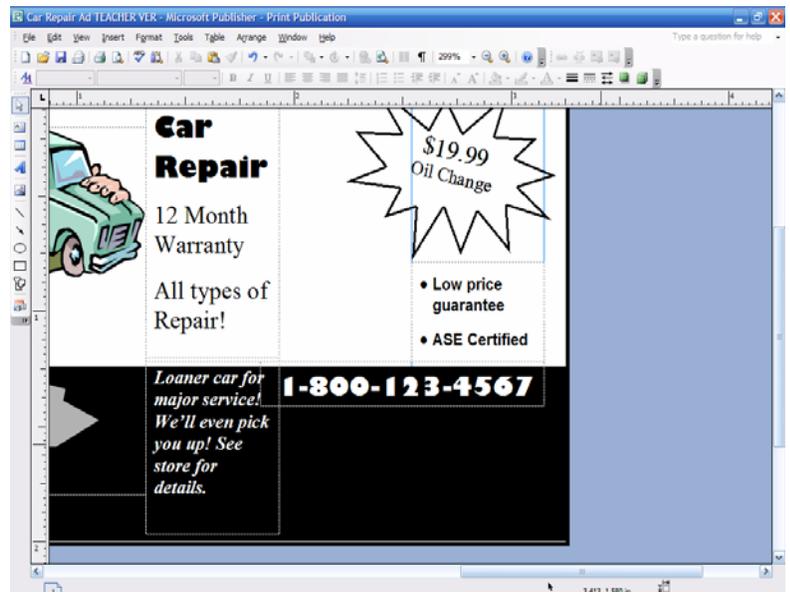


Figure 4.4 Reversed type appears thinner than normal text and must be set with a heavier face to be readable.

CHAPTER 4 Enrichment Activity

18. Change the text to **bold**, and increase the size by 1 point to make it more readable (Figure 4.4).
19. Key the bulleted list below the Attention Getter and the telephone number in the black rectangle. See Figure 4.5.

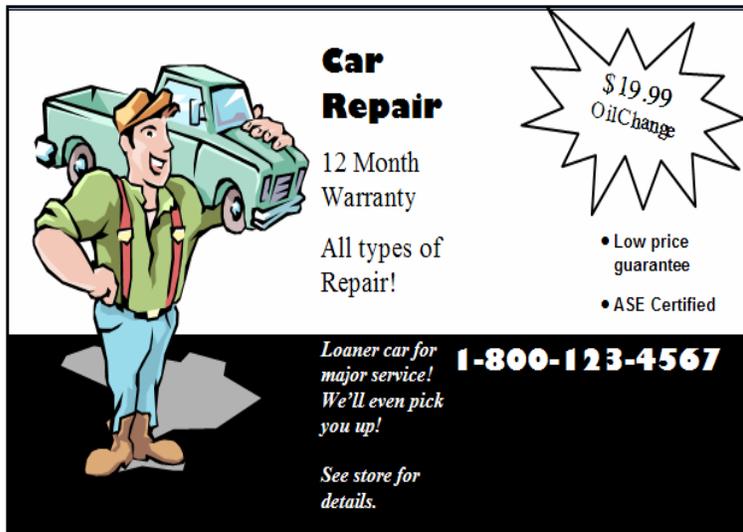


Figure 4.5 The final version of the Car Repair ad. Use this graphic to help you proofread your work.

20. Proofread your work, being sure that you:
 - Aligned elements effectively.
 - Resized the clip art to create a focal point
 - Bolded the reversed text
 - Used the layout grid to align objects
 - Created an area of proximity
21. Follow your teacher's instructions for saving and printing your work.