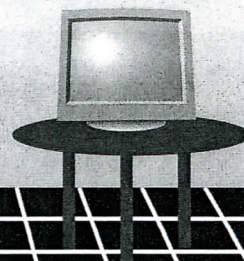
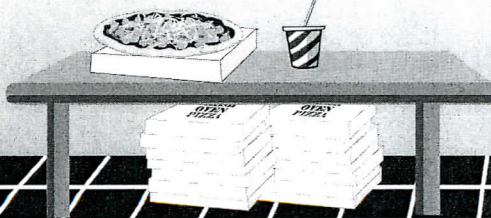
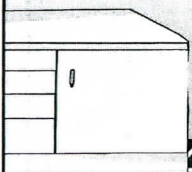
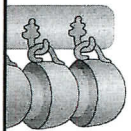


# Bonus #1: Create a Poster

Approximate Completion Time: 2 hours



## **Create a Poster**



### **TASK AND PURPOSE:**

To create a poster that will be placed in high-traffic areas on the walls inside of Frillio's Pizza.

The purpose of the poster is to:

1. Remind customers of the friendly atmosphere they will find at Frillio's Pizza.
2. Showcase the most popular menu items offered.
3. Convey the good spirit customers will find while dining at the restaurant.

### **OPTIONAL MATERIALS SUGGESTED:**

Colored paper.

### **GETTING TO KNOW WHAT YOU'RE DESIGNING:**

Posters come in a variety of shapes, sizes, and colors. They can be used to announce new movies, plays, special sales events, and many other things. A poster usually contains a large headline in conjunction with a coordinating graphic image or photo.

### **STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR POSTER:**

1. An effective poster should be attractive, well-organized and self-explanatory with the text and graphics linked to the audience at hand.
2. The headline should be the largest element of the poster. It should be readable from at least five feet away. Consider using a block style typeface (font) for the headline.
3. Decide on the major sections of information that will be included in the poster to support your main point; organize these into a logical flow.
4. Select graphic images that are closely tied to your major points. There should be a clear reason for each image, and each image should be tied to the text.
5. Avoid cluttering the poster with too many images—if the connection between an image and one of your main points is not immediately clear, don't include it just for the sake of visual appeal.
6. Use the document planning sheet to sketch a thumbnail design of your poster on paper first.

### **CONTENT AND INFORMATION TO INCLUDE ON YOUR POSTER:**

1. The poster's headline should read:

"At Frillio's Pizza, We Take Pride in Our Friendly Service and Quality Food."

## Bonus #1 Continued - Poster

2. Include the Frillio's Pizza logo and be sure it is prominently displayed near the top of the poster.
3. Include a bulleted list within a square border that includes the following menu items:
  - Fresh Oven-baked Pizza
  - Frillio's Special Sandwich
  - Great Appetizers
  - Delicious Italian Dishes

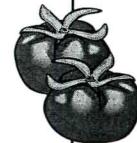
*Create a heading for this bulleted list and include it just above or inside the square border.*
4. Place the following text, in small print, just below or inside the square border containing the above bulleted list:

"Our menu items contain no food additives or preservatives."
5. Add additional text or graphic images to make the poster an attractive, eye-catching document.
6. Place your name, the document title, and "Bonus #1" on the poster.

**Save the document as:** Bonus 1 Poster

**Optional Design-Defense Memo:**

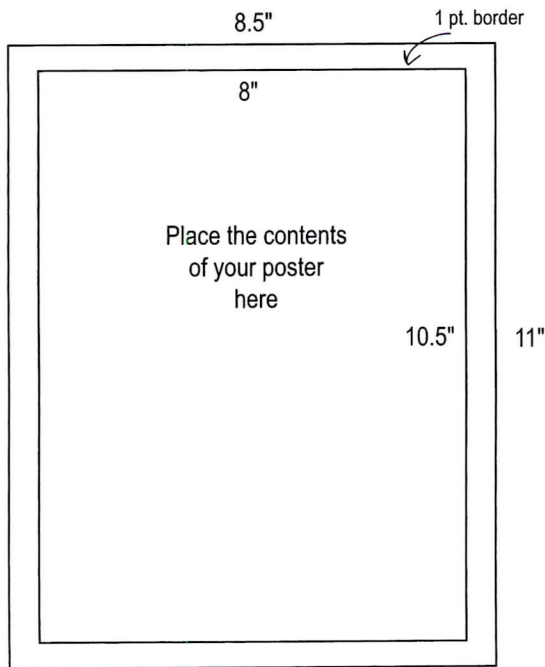
Type a letter of memorandum addressed to Joe Frillio explaining your design, placement, font selections, layout scheme, and choice of graphic image(s). Attach this memo to your final document.



**POSTER PAGE SETUP INSTRUCTIONS:**

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- # of pages:** 1  
**Dimensions:** 8.5 x 11 inches  
**Margins:** .25 inches on all sides  
**Orientation:** Tall (Portrait)  
**Other:** Create a border measuring 8 inches wide by 10.5 inches tall. Place the contents of the poster within this border.



**Note:** Although you will be printing your poster on an 8.5 x 11 inch sheet of paper, Joe Frillio will be having it blown up to print on 17 x 22 inch poster-size paper.