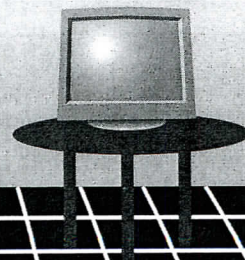
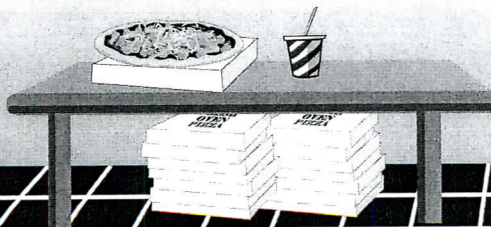
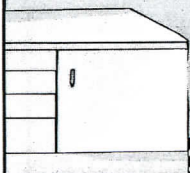
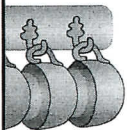
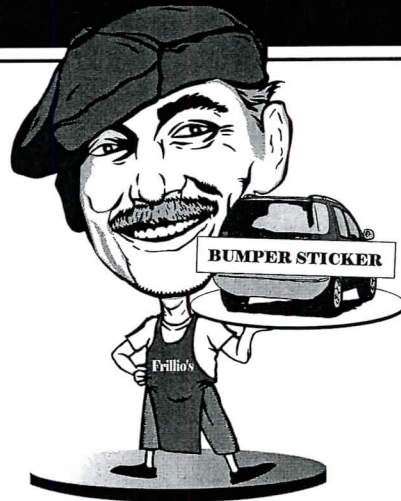


Part 9: Create a Bumper Sticker

Approximate Completion Time: 1 hour



Create a Bumper Sticker



TASK AND PURPOSE:

To create and design a bumper sticker that will be used as a promotional document to advertise Frillio's Pizza. The bumper sticker will be given to customers free of charge.

OPTIONAL MATERIALS SUGGESTED:

Full sheet laser or ink-jet compatible printer labels.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

A bumper sticker is a sticker bearing a printed message for display on a vehicle's bumper. With so many cars on the road today, bumper stickers are a highly visible marketing tool for businesses. Due to limited driver visibility, bumper stickers are reserved for conveying only one message to the reader.

STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR BUMPER STICKER:

1. Use a poster or block style typeface (font) to maximize the visibility of the message.
2. Since space is limited, use only one graphic on your bumper sticker.
3. Leave plenty of white space to maximize the readability of your bumper sticker.
4. When designing your bumper sticker, work your layout scheme in a horizontal fashion from left to right.
5. Use the document planning sheet to sketch a thumbnail design of your bumper sticker on paper first.

CONTENT AND INFORMATION TO INCLUDE ON THE BUMPER STICKER:

1. A large headline that prominently displays the text "Frillio's Pizza" on it.
2. A subheading that displays the Frillio's Pizza slogan "The best pizzeria in town."
3. The Frillio's Pizza logo.
4. A large, easy-to-read typeface showing Frillio's Pizza's phone number "1-888-FRILLIO."

Part 9 Continued - Bumper Sticker

5. In smaller type, center the following contact information on one line near the bottom of the bumper sticker:

111 Pepperoni Drive, Saucy, CA 92888 • <http://www.frilliospizza.com>

6. Add additional text OR one graphic image that you feel will help to get the bumper stickers noticed by drivers and onlookers. Use caution: Your space is very limited! Do not clutter the bumper sticker so much that it becomes difficult to read.
7. Place your name, the document title, and "Part 9" on the bumper sticker.

Save the document as: Part 9 Bumper Sticker

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.



BUMPER STICKER PAGE SETUP INSTRUCTIONS:

- # of pages:** 1
- Dimensions:** 11 x 8.5 inches
- Margins:** .25 inches all sides
- Orientation:** Wide (Landscape)
- Other:** Create a border measuring 3 inches tall by 10.5 inches wide.
Place the contents of the bumper sticker within this border.
Use scissors to trim around the edges of the bumper sticker.

