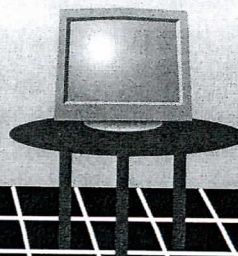
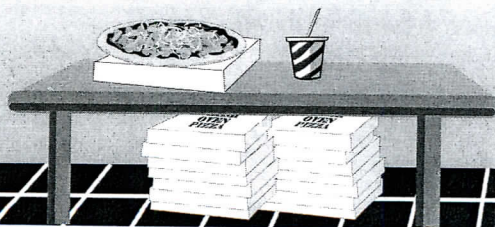
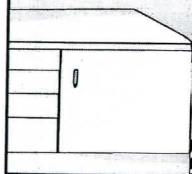
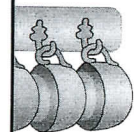


Part 7: Design a Refrigerator Magnet

Approximate Completion Time: 1 hour



Design a Refrigerator Magnet



TASK AND PURPOSE:

To create and design a refrigerator magnet. To keep the name of Frillio's Pizza fresh in the minds of its customers, Mr. Frillio would like you to develop a business card size refrigerator magnet that will be distributed for free to all Frillio's Pizza customers. The objective of the magnet is to encourage customers to call Frillio's Pizza for takeout orders.

OPTIONAL MATERIALS SUGGESTED:

Peel and stick self-adhesive business card magnets.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

People love sticking stuff to their refrigerators using magnets. Refrigerator magnets offer businesses a unique and creative marketing vehicle in which to convey their name, address, phone and fax numbers, and Web site address. Since refrigerator magnets tend to "stick" around for a long time, they make a great tool for restaurants to advertise right inside the family kitchen.

STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR REFRIGERATOR MAGNET:

1. Since space is limited, use only one typeface (font) in the design of the magnet.
2. Be sure to prominently display the phone number since it will be the most likely form of contact that customers will use.
3. Use the document planning sheet to sketch a thumbnail design of your refrigerator magnet on paper first.

CONTENT AND INFORMATION TO INCLUDE ON YOUR REFRIGERATOR MAGNET:

1. Include a headline at the top of the magnet that reads "Call Frillio's Pizza for Takeout or Delivery."
2. Include the Frillio's Pizza logo on your magnet.
3. Include the following contact information in the order shown:

Phone Number: 1-888-FRILLIO
Address: 111 Pepperoni Drive • Saucy, CA 92888
Web Site: <http://www.frilliospizza.com>

Note: When placing the contact information on the magnet, be sure that the phone number is the most visible item.

Part 7 Continued - Refrigerator Magnet

4. Include the Frillio's Pizza hours of operation, which are:

Mon - Thurs 11 am - 9 pm

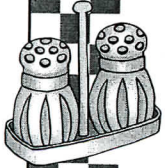
Fri, Sat, & Sun 11 am - 10 pm

5. Add additional text or ONE graphic image that will help in getting customers to respond to the magnets. The suggested graphic image to use is a telephone.
6. Place your name, the document title, and "Part 7" on the magnet.

Save the document as: Part 7 Magnet

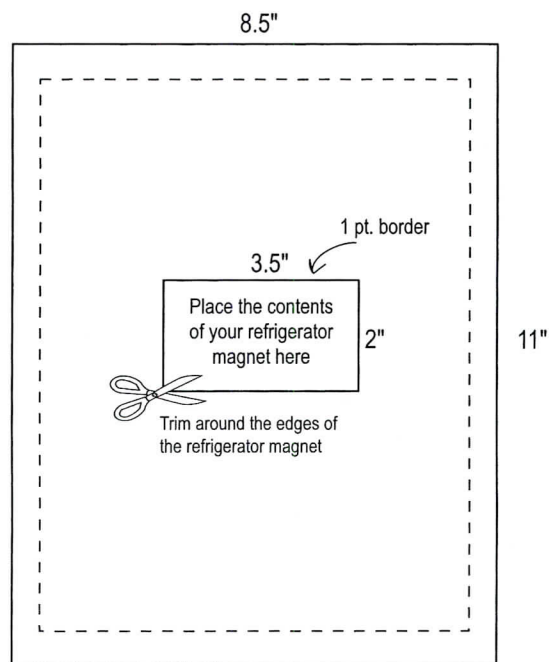
Optional Design-Defense Memo:

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.



REFRIGERATOR MAGNET PAGE SETUP INSTRUCTIONS:

- # of pages:** 1
Dimensions: 8.5 x 11 inches
Margins: 1 inch all sides
Orientation: Tall (Portrait)
Other: Create a border measuring 2 inches tall by 3.5 inches wide.
Place the contents of the magnet within this border.



Optional: Stick the trimmed refrigerator magnet on a peel and stick self-adhesive business card magnet.