

3. Include the following text: "Enjoy great tasting pizza, sandwiches, Italian dishes, and appetizers—all in a fun and friendly atmosphere."
4. Create an area that allows for the following information to be filled in:  

"To," "From," "Date," and "Amount"
5. Add additional text or graphic images you feel will make the gift certificates look creative, professional, and welcoming to the recipient (the person who will receive the gift certificate).
6. Place your name, the document title, and "Part 13" on the back of the gift certificate.

Save the document as: Part 13 Gift Certificate

**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.

## Create a Gift Certificate



### TASK AND PURPOSE:

To create a gift certificate for Frillio's Pizza.

### OPTIONAL MATERIALS SUGGESTED:

Colored paper.

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

A gift certificate is usually presented as a gift from one person to another and entitles the recipient to select products of a specific cash value at a business establishment. Gift certificates are usually printed on heavy bond paper so they will stand the test of time. Gift certificates help businesses generate sales and bring in new customers (the recipient(s)). Since they make great gifts, gift certificates are very popular around the holiday season.

### STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR GIFT CERTIFICATE:

1. Consider using a double-line thin border to add a touch of professionalism to the gift certificate.
2. For the headline of the gift certificate, experiment with the use of a script style typeface (font). Script style fonts give the impression that the words were actually hand-drawn on the document.
3. Limit the use of graphics to one (not including the logo). Any more will make the gift certificate appear cluttered.
4. Use the document planning sheet to sketch a thumbnail design of your gift certificate on paper first.

### CONTENT AND INFORMATION TO INCLUDE ON YOUR GIFT CERTIFICATES:

1. On the top center, place the text "Gift Certificate." This text should be the largest element on the gift certificate.
2. Include the Frillio's Pizza logo and the following contact information on the gift certificate.

Address: 111 Pepperoni Drive, Sausalito, CA 94965  
Phone Number: 1-888-FRILLIO  
Web Site Address: <http://www.frillospizza.com>