

## Design a Coupon Flyer



### TASK AND PURPOSE:

To encourage restaurant patrons to return to Frillio's Pizza, Mr. Frillio would like you to design and create a flyer containing coupons that will be placed in a variety of areas throughout his restaurant including each dinner table, the checkout counter, and display boxes.

### OPTIONAL MATERIALS SUGGESTED:

Colored paper.

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

A flyer can take on a variety of formats, sizes, and designs. The purpose of a flyer is to communicate a message in a limited amount of space. Flyers can be used to announce events, advertise a product or service, or promote a cause. The primary objective of a flyer is to capture the reader's attention.

### STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR FLYER:

1. Since most readers tend to look at flyers as non-reading documents, keep text to a minimum. Do, however, provide enough information to keep the reader's attention.
2. Keep the number of typelaces (fonts) to a maximum of three.
3. When choosing graphics, it will be more effective to include one or two larger graphics than to clutter the page with numerous small graphics.
4. When creating the coupons, use a dotted-line border with a small graphic of scissors placed on one of the border sides to encourage customers to cut out and use the coupons.
5. Create a balanced and symmetrical look throughout the flyer by using the same size border for each of the four coupons you will be creating.
6. Obtain some samples of coupon flyers from your local newspaper and analyze them to help you design your own.
7. Use the document planning sheet to sketch a thumbnail design of your coupon flyer on paper first.