

Activation Assignment

Word 2007 and BIM12 and Photoshop (Publisher 2010)

Please complete this assignment prior to meeting with your instructor. Completion of an activation assignment is now required before students are officially enrolled in the course. The activation assignment will be included in your grading for the course.

If you have any questions about this activation assignment, please contact your instructor (info at bottom of page).

Assignment:

Read Getting Start (Elements of Design) pages 4 through 21 in the book “Looking Good in Print”. Answer the following questions based upon the reading.

Part 1 (4 marks)

You are creating and publishing an advertisement outlining a “Skateboarding Event” that will be taking place in your community. Please consider the following:

Question	Answer
1. Who is your intended audience	
2. What is the basic message I’m trying to communicate	
3. In what format will readers encounter my message (newspaper, poster etc....you decide)	
4. Through the use of graphics, text etc... what sort of message do I want to convey about the event.	

Part 2 (9 marks)

Use the internet to find some other advertisements or websites that promote skateboarding. Examine at least 3 sources. Print out the 3 sources (home pages, advertisement etc...) and attach them. What sort of devices (graphics, wording, appearance etc..) do these publications use to convey their message – make a list on the next page.

Publication and Name	Devices used to convey message
1	
2	
3	

Part 3 (8 marks)

In your own words, define the following Design Concepts:

Relevance	
Proportion	
Direction	
Consistency	
Contrast	
The "total picture"	
Restaint	
Attention to detail	

Part 4 (3 marks)

Now it is your turn, take a blank sheet of paper and roughly sketch an advertisement for the skateboarding event.

Total Points 24!