

Local Business flyer (10 pts)

DUE WK 3, by end of day **Tuesday, 2/6**

Design a flyer for a local business using InDesign.

Choose any local Fairmont, WV business or group to design a promotional flyer for. Flyer content should include both text and image and/or graphic.

- Flyer requirements

- **Size:** 8.5 x 11in (portrait) .5 in margins

Text should be contained within the margins, but images/graphics may spread to or off the edge of the flyer.

- **Text + Image:** In addition to basic elements like the business name or purpose, include at least one image and/or graphic (more may be used).

- You may use an existing logo or create your own.
>> You may use other software like Illustrator or Photoshop to create more complex graphic elements, but use InDesign to create the final layout.
- Graphics can range from simple things like linework and shapes to more complicated objects like illustrations.
- Images and graphics should be either: your own work; sourced from free-to-use photo stock; or taken from the business itself.
- Suggested free sources: [Pixabay](#), [Unsplash](#), [Pexels](#), [SplitShire](#), [Skitterphoto](#), [StockSnap](#), [Reshot](#), [Gratisography](#), [Picjumbo](#), [KaboomPics](#), [MorgueFile](#)
- Helpful color palette tool: [COOLORS](#)

- **Content:** Use your own judgement for the what the flyer should say or how it should promote the business/group. Content like location or contact info make sense, but are not necessarily required. Think about what would attract your attention and persuade you to patronize this business. Consider any special services or sales/promotions the business offers.

The final content and approach is totally up to you.

- **Final document:** Once complete with your flyer design, export to PDF. Double check the PDF appears exactly as you wanted/expected.

What to turn in by end of day Tuesday 2/6

- (1) PDF of your flyer
- File Name: LastName_Flyer

Note: Besides adhering to the requirements outlined above, the purpose of this exercise is to continue establishing your comfort in InDesign with basic tools like page setup, adding text and image, adding graphics/photos, etc. Effort and experimentation are the goals.