design lab::01
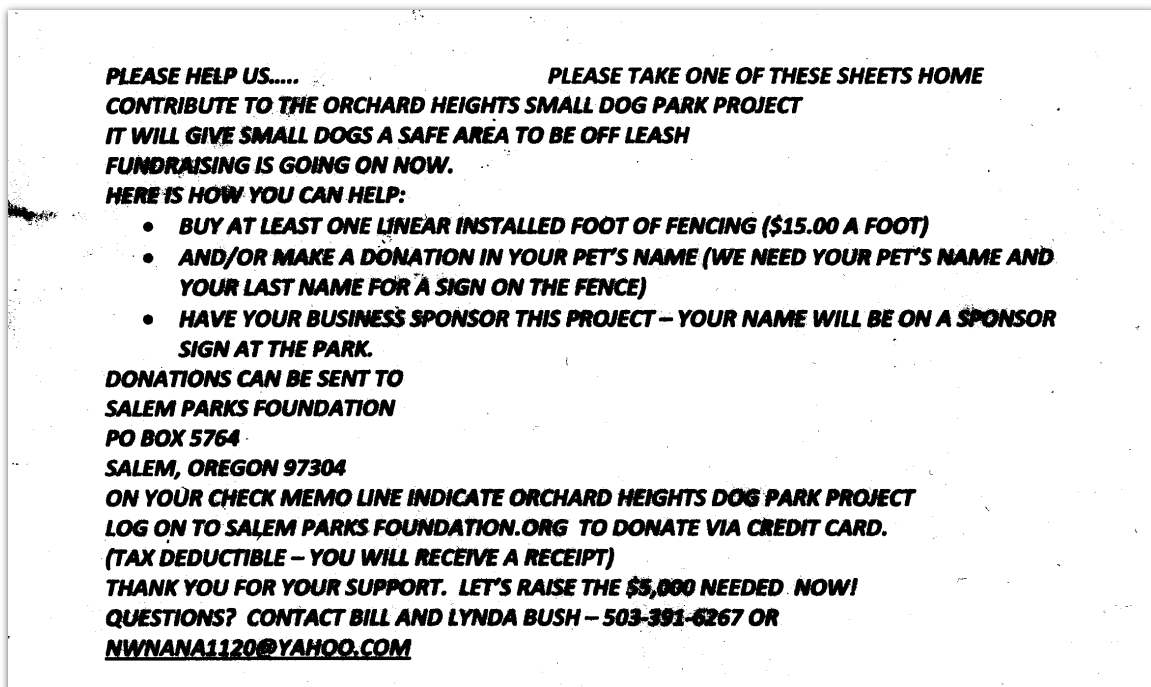## Orchard Heights Dog Park Flyer

Assignment ::

For this Design Lab, create a new layout design for a flyer for the Orchard Height Dog Park. The original lacks quite a few things—most importantly any sort of content hierarchy—making it very difficult to read. Identify and establish a hierarchy of the text by reading it, making decisions about what is the most important information. For this lab you may edit the copy as long as the meaning and substance of the text is not changed. You can also re-arrange the text, separating the pieces into individual text frames. As you make your design choices think about how and where this flyer might be distributed.

Specifications ::

- The flyer should use the existing size—8.5" × 5.5"—to allow for inexpensive printing and trimming. In InDesign, set your page size to **Letter-half** in either landscape or portrait orientation, setting a margin of no-less than .1875" on all sides.

- Do not include bleed—ensure that no design elements touch the edge of the page.

- When sizing type, **select and use one of the type scales** provided on the back of this sheet. Use only the sizes specified in the scale—the only exception is when type is used as a graphic than copy (exaggerated large size, for example).

- Indicate the scale used by including a small 5pt line of text at the bottom of the page. For example, if you use a *10pt body copy* scale at a ratio of *1:1.5*, write it as: **1:1.5 7/10/15/23**

- Feel free to create artwork (photographic; illustrative; hand drawing; etc.) for this project.

- You may use any imagery you have the legal right to use, including AI-generated imagery.

- Color may be added, if desired.

Original Design ::

The complete original design is shown below. The full text and design are available on the class website.

PLEASE HELP US.....   PLEASE TAKE ONE OF THESE SHEETS HOME
CONTRIBUTE TO THE ORCHARD HEIGHTS SMALL DOG PARK PROJECT
IT WILL GIVE SMALL DOGS A SAFE AREA TO BE OFF LEASH
FUNDRAISING IS GOING ON NOW.
HERE IS HOW YOU CAN HELP:
- BUY AT LEAST ONE LINEAR INSTALLED FOOT OF FENCING ($15.00 A FOOT)
- AND/OR MAKE A DONATION IN YOUR PET'S NAME (WE NEED YOUR PET'S NAME AND YOUR LAST NAME FOR A SIGN ON THE FENCE)
- HAVE YOUR BUSINESS SPONSOR THIS PROJECT – YOUR NAME WILL BE ON A SPONSOR SIGN AT THE PARK.
DONATIONS CAN BE SENT TO
SALEM PARKS FOUNDATION
PO BOX 5764
SALEM, OREGON 97304
ON YOUR CHECK MEMO LINE INDICATE ORCHARD HEIGHTS DOG PARK PROJECT
LOG ON TO SALEM PARKS FOUNDATION.ORG TO DONATE VIA CREDIT CARD.
(TAX DEDUCTIBLE – YOU WILL RECEIVE A RECEIPT)
THANK YOU FOR YOUR SUPPORT. LET'S RAISE THE $5,000 NEEDED NOW!
QUESTIONS? CONTACT BILL AND LYNDA BUSH – 503-391-6267 OR
NWNANA1120@YAHOO.COM

Dates & Deliverables ::
Create a folder for this Design Lab, naming it `lastname_design_lab_01`. Save all files—InDesign document and linked images—to this folder. When done, upload your folder to the shared Drop Box on Google Drive for this class. Print your layout on the VC Color printer, making sure to include Crop Marks (Marks & Bleed > Marks > Crop Marks). Trim the design to its final size and pin it to the critique wall in 4/225 prior to the start of class.

This Design Lab is due by the beginning of class on **Wednesday, April 2nd, 2025** (Week 01). Be prepared to discuss your work with the class.

Type Scales ::
Typographic scales use proportion to determine various type sizes in a layout. While you do not need to use a type scale in every project, they can be very helpful when you are starting out as they eliminate some of the decision-making that must happen. Most importantly, they help us to process and determine the role in the content hierarchy that each piece of text plays.

Type scales work on a system of *proportion*, which begins by choosing a *ratio*. For example, if you start with a ratio of 1:2, this means that for every 1 (and in this case, we'll set 1 to the body copy size) the next size up will be twice as big. The small copy is found by dividing the body copy by the ratio number and rounding to the nearest whole number. This is illustrated in the tables below. Other common ratios are provided for you to use. We will discuss type scales and hierarchy in a future class.

Over the term we'll learn that size is only one way to create hierarchy in a layout. As you work through this Design Lab, consider use other ways—grouping, space, alignment, line, & color—to create hierarchy.

Here are the type scales to use for this Design Lab—use only one, first selecting your base type size, then the ratio.

10pts		11pts	
1:2		**1:2**	
small copy	5	small copy	6
body copy	10	body copy	11
subhead	20	subhead	22
head	40	head	44
1:1.5		**1:1.5**	
small copy	7	small copy	7
body copy	10	body copy	11
subhead	15	subhead	17
head	23	head	25
1:1.618 (golden ratio)		**1:1.618 (golden ratio)**	
small copy	6	small copy	7
body copy	10	body copy	11
subhead	16	subhead	18
head	26	head	29
1:1.33		**1:1.33**	
small copy	8	small copy	8
body copy	10	body copy	11
subhead	13	subhead	15
head	18	head	19