

design lab::03

Weekly College Activity Flyer Design

Assignment ::

You have been given the text for a college activities flyer that was posted in the restrooms at Champlain College in Burlington, Vermont. For this lab, design this edition of the *Stall Street Journal* (clever name, I know*) in a style and manner of your own choosing. Keep in mind that the final product will be displayed in the back of the bathroom stalls. This flyer is printed weekly, so it needs to be easy and inexpensive to reproduce—limit unnecessary trimming, design in just black-and-white, and stick to a standard paper size.

You may make your own typography, layout, and hierarchy choices. However, you must use *all* of the provided content. In addition, all text must be assigned a **Style** (primarily Paragraph Styles, though use Character Styles where necessary), and all formatting options applied to the text must come from these styles. Work hard to not use any local overrides.

Dates & Deliverables ::

Create a folder for this Design Lab, naming it `lastname_design_lab_03`. Save all files—InDesign document and linked images (if any)—to this folder. When done, upload your folder to the shared Drop Box on Google Drive for this class. In addition, upload a PDF of your design to Canvas.

Print your layout on the VC Color printer, trim the design to its final size (if necessary) and bring it to class. Hang on to your design—do not pin it to the critique wall.

This Design Lab is due by the beginning of class on **Wednesday, April 9th, 2025** (Week 02). Be prepared to discuss your work with the rest of the class.

*Full disclosure: As a Resident Assistant in college, I published a weekly newsletter for my residence hall floor called *Stool Talk* which, of course, I posted in the bathroom stalls each and every week. It was awesome.