Class: Graphic Design

UNIT: Introduction to InDesign

LESSON TOPIC: Create a Vacation Flyer

NYS LEARNING STANDARD(S) ADDRESSED BY LESSON:
CDOS.C.2.1 (Integrated learning)
Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings
CDOS.C.3a.BS.1 (Universal Skills, Basic Skills)
Students use a combination of techniques to read or listen to complex information and analyze what they hear or read, convey information confidently and coherently in written or oral form, and analyze and solve mathematical problems requiring use of multiple computational skills.
CDOS.C.3a.TS.2 (Universal Skills, Thinking Skills)
Students demonstrate the ability to organize and process information and apply skills in new way.
CDOS.C.3a.TE.5 (Universal Skills, Technology)
Students apply their knowledge of technology to identify and solve problems
RST.9-10.3 (Reading Science and Technical Subjects)
Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks, attending to special cases or exceptions defined in the text

MOTIVATION:
We have created brochures, business cards, and even postcards. Our current weather is very crazy and it makes want to just go away. Unfortunately that is not possible, however we can create a vacation flyer to distract us from this awful weather.

DO NOW :

1. Looking at the following advertisement, do you think this is a well-designed flyer? Why or why not? Provide at least 3 examples.

AIM: How do we create a Vacation Flyer?

INSTRUCTIONAL OBJECTIVES (IOs):
Students Will Be Able To (SWBAT):
- Differentiate between the components of a flyer.
- Create a clipping mask.
- Apply a text wrap.
- Create a vacation flyer.

SPECIAL EQUIPMENT - MATERIALS - PREPARATION
Laptop, PowerPoint software, Smartboard, InDesign

DEVELOPMENT/PRESENTATION:

Q. What do you see in this flyer?
Students should reply by pointing out different components of the flyer

After students give answers, I will then give them the proper terms for the components.
They will also be asked to label on a sheet given to them as well as copy Definition

1. **WHAT ARE THE COMPONENTS OF FLYER?**
   Headline – the slogan or title of your flyer
   Body Copy - main text part of an advertisement
   Graphics – images used in your flyers
   Bait & Hook – the promotion you are using to attract your audience
   Contact Information – where your client can go to obtain their information or call.

*Show Example of a Clipping Mask

2. **HOW DO WE CREATE A CLIPPING MASK IN INDESIGN?**
   1. Create a new file in InDesign
   2. Type out a word (Make sure the font is large and a solid color.)
   3. After you have set up your text you will go to **Type**>**Create Outlines**
   4. After you have done this you can select the word and go to **File**>**Place**

*Demonstrate how to create a Clipping mask in InDesign.
Clipping mask works like inserting images into frames
I will demonstrate first then we will do as a class

3. **HOW DO WE CREATE A TEXT WRAP IN INDESIGN?**
   1. Using the **Text Wrap Panel,** you can select the type of wrap you want to apply
      *NOTE you must have some form of text and an image for this to work. Also, image must be above text

*Demonstrate how to create Text Wrap in InDesign
I will demonstrate first then we will do as a class

SUMMARY/EVALUATION:
   1. What are the two elements you need to create a clipping mask?

   2. Between all the elements used in a flyer which one do you think is the most important? The least important? Why?

IMMEDIATE APPLICATION:
 Students will create their own custom vacation flyers. Resources are on dropbox
Size:
8.5in x 11in

Bleed:
.125in

Margins:
.5in

Requirements:
- Headline (Clipping Mask in Photoshop)
- Body Copy (locations, prices, things included, and other fine details)
- Graphics (Images related to your destination)
- Contact Information (phone, email)
- Hook & Bait (Promotion to attract customers)