

PUBR 367 Layout and Design
Spring 2017

WH316

Lecture: MWF 9:00-9:50

Lab: Thur 2:00-4:00

Instructor: Chris Goble

Office: Wallace Hall Room 310

Office Hours: MWF 10-11, TR 1-2
or by appt.

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Text: Williams, R. (2015) *The Non-Designer's Design Book*. 4th Edition, San Francisco: Peachpit.

Course Description: A study of graphic design and layout concepts as it applies to print and electronic communication. Applications include the creation and implementation of media projects (promotional graphics and printed materials) and elementary website design and maintenance. Combines application of communication theory with practice in developing successful projects. Prerequisite: COMM 101 . (One Course Credit)

Course Materials Needed: Each student will need to buy a USB drive with at least 2 GB of memory.

Course Goals:

1. Be able to use print and multi-media production equipment to create quality productions.
2. Be able to write/recognize/design good quality multimedia messages (promotions, web-content, print materials)
3. Be able to critique multi-media messages.
4. Be able to create web-based media messages.
5. Understand the complex nature of multi-media production and the need for clear group communication throughout the whole process.

Attendance Policy: COME TO CLASS! The other students are counting on you for their projects.

Attendance is taken at the start of class, so if you are late you will be counted as absent. After three un-excused absences for a lecture or lab, your grade will drop one letter grade. After seven un-excused absences you will automatically fail the course. Excused absences include documented serious illnesses, a death in the family, an official school activity. Call or email ahead to let me know if you are going to be absent.

Late or Missed Work: Work that is turned in late will be penalized one letter grade for every class meeting its late. Missed work may be made up for excused absences.

Cell Phones/Technology: Cell phone must be put away and turned to vibrate. No one may use their phone during class because they are very disruptive to the instructor and the other students. Other technology, such as laptops, may only be used during lecture with the instructor's permission.

Plagiarism & Cheating: According to Webster's, to plagiarize is "to steal or pass off the ideas or words of another as one's own... to use created productions without crediting the source... to commit literary theft... to present as new or original an idea or product derived from an existing source." If you are caught cheating on tests or turning in work that is not your own, you will fail the assignment and the offence will be reported to the Academic Dean.

Learning Environment Expectations:

Each student is expected to conduct themselves properly in class. This includes:

1. Having read the syllabus/schedule thoroughly and understanding each assignment. If unclear, asking a question after reading and trying to understand, not before.
2. Being prepared for each class/lab with reading completed, assignments and project completed both for final review and in draft form, note taking materials ready, lab manual with you at all times.
3. Being fully engaged during class. Taking notes and participating in class discussion.
4. Checking your Monmouth College email at least twice a day. I will communicate vital information through campus email; you need to check it often and definitely before coming to each class period. With so many smart phones, there is no reason you can't set up your email app to the college email. I will check my email often and respond to questions as soon as I can, but not instantly.
5. Showing respect and consideration to the professor and other students in the course. If you are causing a disruption, you will be asked to leave and will lose credit for the day.
6. Understanding that I am not here to hold your hand, I am here to work with you to learn. I encourage any and all questions but only after you have tried to understand it yourself. I will not know you are confused unless you ask questions early enough we can work through it. Staying confused will only add more confusion.
7. There is great value in self-discovery. I have made every effort to set up the course to guide each of you to learn the material but some has to come from you. For example in lab, if you are asking how to do something in a program that is clearly outlined in the lab manual and your manual is not out on the desk open to the explanation, I will not show you how to do it but point you to the section of the manual that describes it. Once you have tried to figure it out, if you are still having issues, I will assist you.
8. I spend a great deal of time trying to give meaningful feedback on drafts and assignments. I expect you to read those comments and use them to improve and further understand the material.

Teaching & Learning Center: The Teaching and Learning Center offers FREE resources to assist Monmouth College students with their academic success. Programs include Supplemental Instruction for difficult classes, Drop-In and appointment tutoring, and individual Academic Coaching. The TLC is here to help students excel academically. TLC services are not just for struggling students, but can assist all students to get better grades, practice stronger study skills, and manage time.

Make an appointment with Kam Williams, Director of Academic Support Programs and Student Disability Services, at the TLC on the 2nd floor of Poling Hall. The Department phone number is 457-2257, or contact the department online at

<http://ou.monmouthcollege.edu/academics/teaching-learning-center/>

We can also be reached via email at: tlc@monmouthcollege.edu

Like the TLC on Facebook: https://www.facebook.com/pages/Monmouth-College-Teaching-and-Learning-Center/203117166403210?ref=aymt_homepage_panel

Disability Support Services: If you have a disability or had academic accommodations in high school or another college, you may be eligible for academic accommodations at Monmouth College under the Americans with Disabilities Act (ADA). Monmouth College is committed to equal educational access.

Students with disabilities can apply for accommodations at the Teaching and Learning Center (TLC). The TLC is located on the 2nd floor of Poling Hall. For more information, call 309-457-2257 or connect online at <http://ou.monmouthcollege.edu/life/disability-services/default.aspx>

Use of Student Work for Distribution: As a student in this class, you on behalf of yourself, your heirs, executors, and administrators authorize Monmouth College, the Department of Communication Studies, and the professor of this course to use live or recorded on tape, film, or otherwise your name, voice, likeness, performance, and produced materials for television distribution throughout the world and for audiovisual, web and general education purposes in perpetuity.

Equipment Use Policy: The student taking equipment agrees to return the equipment in the same condition it left. Students are responsible, financially, for all damage to the equipment while they have it checked out. Mistreatment of equipment and late return will cause suspension of equipment check out rights and a 10% reduction in the grade for that assignment.

Average Time Dedication: It is expected that you will spend the approximate time listed below on tasks in this course. Understand that these are weekly averages (some weeks will demand more than others; some students will need more time than others).

In Class Lecture and Lab Assignments	4.5 hours
Reading and Written Work	2-3 hours
Outside Class Individual and Group Projects	3-5 hours
Total Average Weekly Time Dedication	12.5 hours

Course Assignments

I. Written Work:	1. Application Papers (9 @ 5 points each)	45 points
	2. App. Paper/Blog Entry Comments	10 points
	3. Design Analysis Paper/Presentations	60 points
	4. Final Blog Entry/Reflection Statement	30 points
	5. Comprehensive Practical Final	<u>35 points</u>
		180 points
II. Print Campaign Portfolio:	1. Second Draft Campaign Pitch Presentation	30 points
	2. Design Process Report/Planning Documents	50 points
	3. Illustrator Logo	50 points
	4. Photoshop Path Layout-Flyer/Poster	50 points
	5. In-Design Newsletter	50 points
	6. Brochure	<u>50 points</u>
		280 points

Grading Scale: Your final grade will be determined on the following scale out of 430 total points.

	100-95% A	94-90% A-
89-87% B+	86-84% B	83-80% B-
79-77% C+	76-74% C	73-70% C-
69-67% D+	66-64% D	63-60% D-
below 59% F		

Daily Course Schedule
(subject to change)

Date	Topic	Assignments Due	Readings Due
1/16	Goals and Planning		Handout
1/18	Planning cont.		Ch. 1
1/120	Planning cont.	Blog #1	
LAB	<i>Introduction Lab Tutorial</i>		
1/23	Basic Design Principles- P.A.R.C.		Ch. 2-5
1/25	P.A.R.C. cont.		
1/27	P.A.R.C. cont.	Blog #2	
LAB	<i>Photoshop Lab Tutorial</i>		
1/30	Color.		Ch. 7
2/1	Color cont.		
2/3	Color cont.	Blog #3	
LAB	<i>Illustrator Lab Tutorial</i>		
2/6	Type	Print Campaign Design Plan (Steps 1-3) Draft	Ch. 9-12
2/8	Type cont.		
2/10	Type cont.	Blog #4	
LAB	<i>InDesign Newsletter Lab Tutorial</i>		
2/13	Logos & Vector Graphics		Handout
2/15	Logo Concept Workshop	Logo Concept	
2/17	Design Analysis Paper #1 Presentations	Design Analysis Paper #1	
LAB	<i>Illustrator Logo Lab Tutorial</i>		
2/20	Visual Themes & Digital Layout		Handout
2/22	Layout cont.		Ch. 8 pg. 113-124
2/24	No Class- Project Review	Logo Draft	
LAB	<i>Logo Workday</i>		
2/27	Images & Advertising		Handout Ch. 8 pg. 125-128, 141-144
3/1	Design Analysis Paper #2 Presentations	Design Analysis Paper #2	
3/3	No Class (1/2 Class Finals)		
LAB	<i>Flyer/Poster Concept Workshop</i>	Flyer/Poster Concept	
3/6-10	No Class- Spring Break		

3/13	Basic PR. Writing Review		Handout
3/15	Basic PR. Writing Review cont.		
3/17	No Class- Project Review	Flyer/Poster Draft	
LAB	<i>Flyer/Poster Workday</i>		

3/20	Multipage Designs- Brochures		Ch. 8 pg. 133-136
3/22	Brochure Concept WS	Brochure Concept	
3/24	Multipage Designs- Newsletters		Ch. 8 pg. 129-132
LAB	<i>Brochure Lab Tutorial</i>		

3/27	Design Analysis Paper #3 Presentations	Design Analysis Paper #3	
3/29	Presentations cont.		
3/31	No Class- Project Review	Brochure Draft	
LAB	<i>Brochure Workday</i>		

4/3	Newsletter Concept WS	Newsletter Concept	
4/5	<i>Newsletter Workday</i>		
4/7	No Class- Project Review	Newsletter Draft	
LAB	<i>Newsletter Workday</i>		

4/10	Website Design & Development		Handout
4/12	Web Writing	Blog #5	
4/14	No Class- Easter Break		
LAB	<i>Website Design Supplement</i>		

4/17	No Class- Easter Break		
4/19	Campaign Presentations	Blogs #6-9	
4/21	Campaign Presentations		
LAB	Campaign Presentations		

4/24	<i>Workday</i>		
4/26	<i>Workday</i>		
4/28	<i>Workday</i>		
LAB	<i>Workday</i>		

5/1	<i>Workday</i>	Final Blog Entry/Reflection	
5/3	Class Wrap-up	Campaign & Report	

Final - Mon. May 8th 8 a.m.

Print Campaign Portfolio

Illustrator Logo Design

Requirements:

Produce a graphic logo for your organization. The logo needs conceptualize the basic purpose, mood and personality of the organization. The logo needs to be created in Illustrator and saved as an .ai file and exported as a .jpg and an .eps files. (*EPS is a file format you can find in the Save As not export*) . Each of the finished projects need to be mastered onto the USB drive with your name on the label.

Grading:

10 points	Basic Design (line, shape, color, proximity, alignment, etc.)
10 points	Image Clarity (color balance, message clarity, font choice, etc.)
10 points	Production Mechanics (program use, picture quality, etc)
10 points	Message Clarity (clear idea, easy to understand, etc.)
10 points	Creativity & Appeal (interesting, target right audience, etc)

Photoshop Flyer/Poster

Requirements:

Produce a flyer/poster for your organization using a path layout focused on a digital photo which you have taken. The flyer/poster needs to focus on selling the organization in general on a conceptual/abstract level. The flyer/poster needs to be created in Photoshop and saved as a .psd file and a .jpg file. Manipulate the photo in any way that serves the purpose. You must include the logo you created in this project. You may need to include other short text information if it is appropriate to the flyer/poster. Each of the finished projects need to be mastered onto the USB drive with your name on the label.

Grading:

10 points	Basic Design (line, shape, color, proximity, alignment, etc.)
10 points	Image Clarity (color balance, message clarity, font choice, etc.)
10 points	Production Mechanics (program use, picture quality, etc)
10 points	Message Clarity (clear idea, easy to understand, etc.)
10 points	Creativity & Appeal (interesting, target right audience, etc)

Brochure

Requirements:

Design a tri-fold brochure for your organization that would be used to recruit new members and reused for multiple years. You must use the cover you created and at least 3 pictures related to the organization. This project needs to be created in In-Design at print resolution and saved as a .indd file and published as a .pdf. and a .jpg. Each of the finished projects need to be mastered onto the USB drive with your name on the label.

Grading:

10 points	Basic Design (line, shape, color, proximity, alignment, etc.)
10 points	Image Clarity (color balance, message clarity, font choice, etc.)
10 points	Production Mechanics (program use, picture quality, etc)
10 points	Message Clarity (clear idea, easy to understand, etc.)
10 points	Creativity & Appeal (interesting, target right audience, etc)

InDesign Promotional Newsletter

Requirements:

Produce a newsletter for your organization. The newsletter should be based on the idea that this would be sent out monthly by the organization (in print, electronically or both.) and targeted for internal use and sent to current members, alums and parents. The newsletter needs to have 4 pages (designed on regular letter size paper with one page per sheet), at least one promotional article that you wrote about some aspect of the organization (recap of event, member profile, or upcoming event), incorporate at least 2 pictures and a name plate that incorporates the graphic logo for the organization you designed. You will need to present a complete newsletter so if you are not writing this material you need to identify where it came from. The newsletter needs to be created in In-Design at print resolution and saved as a .indd file and published as a .pdf and a .jpg. Each of the finished projects need to be mastered onto the USB drive with your name on the label and will be due one week after the draft project has been critiqued.

Grading:

10 points	Basic Design (line, shape, color, proximity, alignment, etc.)
10 points	Image Clarity (color balance, message clarity, font choice, etc.)
10 points	Production Mechanics (program use, picture quality, etc)
10 points	Message Clarity (clear idea, easy to understand, etc.)
10 points	Creativity & Appeal (interesting, target right audience, etc)

Print Campaign Presentations- Second Draft Pitch Presentation

Requirements:

After making initial corrections to each project after the Facebook comments, you will prepare a 5-10 minute presentation of the campaign that is designed to sell the campaign to the client organization. This assignment is designed to give you further feedback on your campaign project and to mirror the types of design meetings that you might have in a real business environment.

You will turn in a printout color copy of each project on the class period before the presentations start as listed on the syllabus.

The presentation needs to outline the goals and creative strategy of the campaign (Steps 1-3 in the process report) and discuss the design choices for each project and how it meets the goals of the campaign.

Grading:

05 points	Revised designs printed out in color and turned in.
05 points	Review of overall campaign strategy
10 points	Clear discussion of design choices for all 4 projects

Layout and Design Rating Scale

Name _____

Print Campaign Portfolio

Project # 1 Illustrator Logo

Traits	Comments	Score
Basic Design: Is good basic page layout principles followed? (line, shape, color, proximity & alignment, unity, etc.)		10
Image clarity: Correct color balance? Sharp clear photo? Meaningful font choice?		10
Production Mechanics: Correct program use? Properly mastered into multiple formats? Proper picture resolution for project?		10
Message Clarity: Clear idea presented? Easy to understand? Information presented in a meaningful way?		10
Creativity and Appeal: Is it interesting or provocative? Does it target the right audience? Is it relevant?		10

Project # 2 Photoshop Flyer/Poster

Traits	Comments	Score
Basic Design: Is good basic page layout principles followed? (line, shape, color, proximity & alignment, unity, etc.)		10
Image clarity: Correct color balance? Sharp clear photo? Meaningful font choice?		10
Production Mechanics: Correct program use? Properly mastered into multiple formats? Proper picture resolution for project?		10
Message Clarity: Clear idea presented? Easy to understand? Information presented in a meaningful way?		10
Creativity and Appeal: Is it interesting or provocative? Does it target the right audience? Is it relevant?		10

Project # 3 In-Design Brochure

Traits	Comments	Score
Basic Design: Is good basic page layout principles followed? (line, shape, color, proximity & alignment, unity, etc.)		10
Image clarity: Correct color balance? Sharp clear photo? Meaningful font choice?		10
Production Mechanics: Correct program use? Properly mastered into multiple formats? Proper picture resolution for project?		10
Message Clarity: Clear idea presented? Easy to understand? Information presented in a meaningful way?		10
Creativity and Appeal: Is it interesting or provocative? Does it target the right audience? Is it relevant?		10

Project # 4 In-Design Newsletter

Traits	Comments	Score
Basic Design: Is good basic page layout principles followed? (line, shape, color, proximity & alignment, unity, etc.)		10
Image clarity: Correct color balance? Sharp clear photo? Meaningful font choice?		10
Production Mechanics: Correct program use? Properly mastered into multiple formats? Proper picture resolution for project?		10
Message Clarity: Clear idea presented? Easy to understand? Information presented in a meaningful way?		10
Creativity and Appeal: Is it interesting or provocative? Does it target the right audience? Is it relevant?		10

Process Report

Seven Step Process Completely Discussed/Evaluated	1. Identify 2. Research 3. Target 4. Conceptualize & 5. Create - See Below 6. Revise 7. Evaluate	
Proper Writing Style (Grammar, Spelling, etc.)		
All Conceptual Designs for Each Project Included. Finished Designs Included in Report.	4. Conceptualize & 5. Create	
Release Forms Included (<i>must be included or the original project will receive zero points</i>)		

Total Points (250) _____

Letter Grade _____

Print Campaign- Design Process Report/Planning Documents/Release Forms

Requirements:

Type a report discussing the Seven-Step Design Process (pgs. 98-99 and Appendix I). You will first discuss the organization as a whole for the first 3 steps (Identify, Research, Target). Then for each of the 4 projects discuss the final 4 steps (Conceptualize, Create, Revise, Evaluate). Include all concept drawings for each project as a part of Step 4-Conceptualize in the report (Each project should have at least two separate concepts explored in the drawings). Also, insert a jpeg image of each project into the report for Step 5-Create and then for Step-6 Revise, discuss what changes you made from the original draft to 2nd draft to final draft and why you made those changes. Photo-Release forms must also be included as an appendix to the report. For Step 7- Evaluate, answer the following questions to further evaluate each finished project.

- a. Explain why this is a skillfully created professional message using proper professional terminology.
- b. Cite at least 1 specific point in the editing/creating of this design that show a skillful professional message. *<for example: in my logo, to create a sense of a fun exciting organization, I used the color red as my main color. With its cultural association to power and excitement, the use of this color effectively portrays the excitement of this organization.>*

As a part of the evaluation step for each project, use the following reflection format to further evaluate each project.

Provide a digital copy of the report on the USB drive and include a printed copy in a binder, the report will not be accepted for grading without both a printed binder copy and a digital copy.

*****A strong suggestion- Write steps 4-6 after you finish each project's 2nd draft, don't wait until the end you may forget some of the things you did. I am expecting a serious discussion of your project which outlines an argument for why this is quality/professional work. *****

Grading:

25 points	Seven Step Process Completely Discussed/Evaluated
15 points	Proper Writing Style (Grammar, Spelling, etc.)
10 points	All Conceptual Designs for Each Project Included. Finished Designs Included in the Report.
00 points	Release Forms Included (<i>must be included or the original project will receive zero points</i>)

Design Blog Entries

For this assignment, you will create a blog and write about this course. On assigned weeks you will post an entry discussing the listed topic.

Individual Entries- 5 points each

Entries must be at least 1 typed, double spaced page in length, published on the blog and a printout turned in by the due date listed on the syllabus.

#1- Find an example of a print advertisement and analyze the Seven Step Design Process. Discuss your impression of how this design went thru the process (Identify the audience, problem, and goals). Discuss your impression of what the themes are in the Target and what the emotional center seems to be. Evaluate the design against what you see are the communication goals.). Cut and paste a copy of the design into the post.

#2- Find an example of design (magazine cover, book cover, website, CD/DVD cover) and analyze the Basic Design Principles (**P. A. R. C.**) describing the choices that were made to meet the goals and how those choices create an effective design. Cut and paste a copy of the design into the post.

#3 Find an example of design (magazine cover, book cover, website, CD/DVD cover) and analyze the Color Design describing the choices that were made (such as tone, psychological impressions, etc.) and how those choices create an effective design.

#4- Find an example of a good type design(magazine cover, book cover, website, CD/DVD cover) and analyze the Type Design describing the choices that were made (such as typeface characteristics, spacing, format) and how those choices create an effective design. Cut and paste a copy of the design into the post.

#5- Find an example of a website and describe how the website is an effective (such as visual design, information architecture). Include a screen capture of the example (hit print screen and paste it into the document)

#6- Post a copy of your 1st and 2nd draft of your logo, discuss how you revised it. This should be a paragraph or two. What informed the decisions you made and in what way do you think the revisions made the design stronger? This is Step 6 in the Design Report and should be included in the final report.

#7-Post a copy of your 1st and 2nd draft of your poster, discuss how you revised it. What informed the decisions you made and in what way do you think the revisions made the design stronger? This is Step 6 in the Design Report and should be included in the final report

#8- Post a copy of your 1st and 2nd draft of your brochure, discuss how you revised it. What informed the decisions you made and in what way do you think the revisions made the design stronger? This is Step 6 in the Design Report and should be included in the final report

#9- Post a copy of your 1st and 2nd draft of your newsletter, discuss how you revised it. What informed the decisions you made and in what way do you think the revisions made the design stronger? This is Step 6 in the Design Report and should be included in the final report

Design Analysis Papers/Presentations

For this assignment, you will write 3 papers that further analyze designs that are similar to the types of projects you will be creating. The papers are due and will be presented to the class on the assigned days on the syllabus.

20 points each

Paper #1- Find 4 examples of different logos (logotype, initials, abstract symbols, and pictorial icon). Make sure you label each logo in the paper. Type a 2-4 page analysis describing how each logo uses typefaces, colors and symbols to create the brand's personality. Also in the paper offer some alternatives (at least 2) which if you were doing one of these logos what other ways might you have conveyed the brand's personality.

Paper #2- Find a printed advertisement in a magazine or newspaper that uses a path layout. Type a 2-4 page analysis of the layout describing the choices that were made (Use of Focal Point, How a Path is created, Visual Rhythm) and how those choices create an effective design. Also in the paper offer some alternatives (at least 2) which if you were doing the project what other ways might you have done the layout of the page.

Paper #3- Find an example of a multipage design (magazine, brochure, newsletter). Type a 2-4 page analysis describing how the design creates a visual theme through design choices (such as color, typeface, image style, layout, tactile effects). Discuss how the use of design principles gives the piece a consistent tone/feel. Also in the paper offer some alternatives (at least 2) which if you were doing the design what other ways might you have conveyed a visual theme.

Class Facebook Group and Project Review Assignments

Assignment: For the class, there is a Facebook group set up. You need to search for this group under

Spring 2017 PUBR 367 Layout & Design

Request to join this group. This must be done by *Friday 1/20*.

Project Reviews: For the four individual projects (Logo, Path Layout Flyer/Poster, Brochure and Newsletter), on the assigned day (listed in the course schedule) you will post a jpeg(s) of your project to the group. Each student is required to make a comment on that project to help you improve the project (the posting must be more than just “good job” but doesn’t need to paragraphs long) . Failing to post the project on the assigned day and failing comment on every other posting before class time on the next Monday will result in being counted absent on that day and the project being considered late (10% grade reduction). You will be given one failed post total where your grade will not be lowered.

Blog Entry Comments: For the 1st five blog entries you will need to post them to the Facebook group. You then are required to read and comment on 2 entries from other students. The comments are worth 1 point each and must be a meaningful thought about the design that was analyzed. These are due by the following Monday.

Group Discussions: You can also earn an extra credit point from commenting and discussing any articles/items that I will post on the group. Also, if you find an interesting related design item you can post it for discussion and earn an extra credit point. (*Note: These postings must be meaningful discussion comments to earn the points*)

Reflection Blog Entry/Reflection (30 points total. 10 points for each area)

During the next to last week of the semester, you will write a more extensive entry for the blog portion of your portfolio. This will serve as a more detailed reflection on one project that you feel is your best production in the portfolio (Logo, Path Layout Flyer/Poster, Brochure and Newsletter). This reflection is separate and more detailed than the project reflection you will have written in the report or on the blog (although elements from the other writing about the project can inform this reflection). *For COMM majors, this is the designated reflection for your senior portfolio, so make sure you save this and the project to your Sr. Portfolio Google Drive folder.*

This reflection must address each of the following areas:

2. Message Strategy:
 - a. What is the central concept and purpose of the message? *<for example: the logo I created had the central concept that WPFS radio is cutting edge college radio station with a long tradition..>*
 - b. Who is the audience and how did that affect your message *<for example: the age of the audience may affect the type of images you select for a project. In my newsletter, I am targeting this to alums and parents, so nice pictures that show activities of the group should most likely have no drinking in them since that might annoy some parents. >?*
 - c. What are two specific things you did to execute the message strategy *<for example: if the purpose was to show your group is fun you made sure you used pictures in the newsletter of people having fun and smiling because that would also communicate that message>?*
3. Design Knowledge & Application:
 - a. Explain at least 2 areas of design knowledge that you used to create this piece. *<for example: Using the gestalt principle of similarity, I know that if something is similar to the surrounding material people will see it as one group so if I make something different enough it will stand apart..>*
 - b. How did you apply it to its creation and provide at least one specific example of how you applied each knowledge area to the design. *<for example: So using the principle of similarity, I wanted to create a special spotlight section on the front page of my newsletter highlighting a member of the month. To make it different, I placed a box around it and gave it a light blue background color to contrast the white of the rest of the page background.>*
4. Professional Message Skill:
 - a. Explain why this is a skillfully created professional message using proper professional terminology.
 - b. Cite at least 3 specific points in the editing/creating of this design that show a skillful professional message. *<for example: in my logo, to create a sense of a fun exciting organization, I used the color red as my main color. With its cultural association to power and excitement, the use of this color effectively portrays the excitement of this organization.>*

This reflection should be 2-3 type written pages at least and posted as your final blog entry. You will need to turn in a hard copy of the reflection.