

Target Audience

This flyer was designed for the head softball coach at Temple High School in Temple, Georgia. Each year the softball coach hosts a tournament at the Temple Recreation Complex. This flyer will be used to invite teams to participate in the tournament. The Temple head coach will send it through postal mail, email, and message boards to head softball coaches around Georgia and Eastern Alabama. The intention of the flyer is to provide the basic information about the tournament to coaches in hopes that they will be interested in entering their teams. By entering their teams, they will be participating in competitive, extra practice before the regular season is in full swing.

	<b>Design Decisions</b>	<b>Rational</b>
<b>Focal Point</b>	The focal point of the flyer is the picture that is placed in the background.	I chose this picture because it is the actual action of playing softball. It also shows the Temple Tigers at bat. This is significant because the tournament is the Lady Tiger Invitational.
<b>Proximity</b>	In the flyer, I have put information close together that is related. There is an obvious break before the next piece of information.	By putting related information together, the reader can choose what is most important to read first. It also makes the flyer well organized and easy to understand.
<b>Alignment</b>	I have placed the heading or title at the top of the flyer and left aligned. I then put the information towards the bottom all right aligned.	I placed the title to the far left because I wanted it to be the first thing that the reader's eye was drawn to after the picture. Also, I put the information flush right so that the picture could be visible and to draw the eye down. You will notice

		that the headings are aligned with the end of the title. This draws the eye from the title down to the subheadings.
<b>Repetition</b>	The title and contact information are in the same font. The subheadings are in the same size and same font. As well as the information is all in the same font and same size. The use of softball bats and balls as the bullets is repetitive as well.	I put the title and contact information in the same font so that the reader will associate the title with the person in charge. I then put the subheadings in a large bold font so that the eye is drawn to those next. Since the subheadings are the same font and size the eyes can quickly look over the information is about to be presented. The information is then presented in a smaller text so that it is not distracting but informative. Finally, I pulled all the information together by using bullets but I chose to use bats and balls to continue the softball theme.
<b>Contrast</b>	I used three different fonts for contrast. First, I used Papyrus for the title and contact information. Then, I used Hobo for the subheadings. Finally, I used Lucida Calligraphy for the information. I also used the black boxes at the top and bottom for contrast with picture.	I wanted to use three contrasting fonts to help the eye separate the information that goes together. The fonts are not too wild and crazy yet they lend themselves to contrasting and flowing together. I also used the black boxes to break up some of the information and draw your eye into the picture.
<b>Color</b>	I chose a monochromatic scheme. I recolored the picture to an orange monochromatic scheme and used the black and white text to contrast the picture.	The flyer was made for Temple High School Softball. Temple's colors are gold and black. I used the Temple mascot in the top corner and then chose colors based on the gold and black. When I tried the colored picture, it was too much color and the text was lost. I tried the picture in black and white but then there

		was not enough color. I finally settled on the orange monochromatic scheme because it is close enough to the gold and black but different enough to draw interest.
<b>Type</b>	I chose to use a contrasting relationship in the type fonts. I used Papyrus, Hobo, and Lucida Calligraphy.	I chose to use Papyrus for the title and contact information because it has the same chalky look as the softball field chalk lines. That draws the eyes into the flyer. I then chose Hobo for the subheadings because it is fun and rounded and allows your eyes to move from word to word. Lastly, I chose to use Lucida Calligraphy for the curvy font and use it as a contrast to the straight chalk lines in the picture. The three fonts are very different in size, weight, structure, and form yet are very appealing to the readers' eye.

### Reflection

I really enjoyed making this flyer. The class text book was a huge help. Before reading the text, I would have had a very wordy, bright, crazy flyer. I now realize that when it comes to a flyer, less is more. I have learned that centering the text does not make the text easier to read or more eye catching. Also, I have found that proximity and contrast are very important. Having information splashed across the page in all the same color and font doesn't make the flyer reader friendly. It makes it a jumbled mess. Instead of craziness, I should use the same text for all subheadings and choose a different text for information. I could reflect on each piece listed above forever. I would have never thought that a few changes to a flyer would make that flyer that much more appealing to readers. I look forward to implementing these techniques in the future for flyers, newsletters, and more.