



Name _____

Hour _____

Video Worksheet

1. The teacher in the video talks about the importance of using graphic design to immediately catch an audience's attention. Why would it be important to catch people's attention quickly?

2. What were some things that were wrong with Kelsey's original food drive poster, and how did the poster improve after the graphic design club worked on it?

3. Explain the difference between using graphics for a purpose and using pictures for decoration. Which is more effective in communicating a message?

4. The second design tip was to "Divide and Conquer." Explain in your own words what that means. _____

5. Name the five Ws that are always important to cover in an invitation or advertisement. _____

6. List the top two most attention-getting reverse font options.

#1 _____ #2 _____

7. Give an example of a sans serif font and tell why that font would be a better choice than a serif font for a heading on an invitation or advertisement.

8. Where on a page is the reader's point of entry?

9. Which graphic design tip covered in the video do you think is the most important to remember, and why?

- A. One picture is worth 1000 words.
- B. Divide and conquer
- C. Answer the 5 Ws
- D. Use the "Z" format
- E. Reverse the font and catch the eye
- F. Forget the feet

Give a reason for your choice: _____

10. Extra Credit option:

Create a real or imaginary invitation or advertisement on the computer using the six graphic design tips in this video.



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Teacher's Key

1. The teacher in the video talks about the importance of using graphic design to immediately catch an audience's attention. Why would it be important to catch people's attention quickly?

Possible Answers: people will lose interest, people might not read it at all, people might want to choose something more attractive, etc.

2. What were some things that were wrong with Kelsey's original food drive poster, and how did the poster improve after the graphic design club worked on it?

Kelsey's poster was messy, unclear, didn't have a definite message, didn't attract attention, etc. When it was finished it was neat, had a clear message, and incorporated the 6 graphic design tips.

3. Explain the difference between using graphics for a purpose and using pictures for decoration. Which is more effective in communicating a message?

Using graphics communicates a message without using words; that's better than just using up space with pictures that are only for decoration.

4. The second design tip was to "Divide and Conquer." Explain in your own words what that means.

"Divide and Conquer" involves grouping like information in separate sections of the invitation or advertisement which allows people to find and read needed information easily.

5. Name the five Ws that are always important to cover in an invitation or advertisement.

Who, What, When, Where, Why

6. List the top two most attention-getting reverse font options.

#1 White on Black #2 Yellow on Black

7. Give an example of a sans serif font and tell why that font would be a better choice than a serif font for a heading on an invitation or advertisement.

Arial; It is easier to read because it does not have the little "feet" on the letters that a serif font would have.

8. Where on a page is the reader's point of entry?

The top or upper center.

9. Which graphic design tip covered in the video do you think is the most important to remember, and why?

- A. One picture is worth 1000 words.
- B. Divide and conquer
- C. Answer the 5 Ws
- D. Use the "Z" format
- E. Reverse the font and catch the eye
- F. Forget the feet

Give a reason for your choice: ***Answers will vary.***

10. Extra Credit option:

Create a real or imaginary invitation or advertisement on the computer using the six graphic design tips in this video.

Grading based on individual teacher expectations.