

# GRAPHICS

## Festival Layout Overview

**GOAL:** Develop and design a layout for a festival, fair, or some other special outdoor event.

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Create original drawings in illustration software. E8	CA3, 2.7	Plan and produce the layout for an area describing the location of events, services, and booths associated with a festival or fair. You may wish to include such things as restrooms, first aid facilities, stages, parking areas, admissions center, concession booths, and any other related services/activities/conveniences. Research a festival or fair to determine types of events to include. Determine appropriate drawings to depict graphics for these events and manipulate to size for good layout design using an effective focal point for the overall layout.	Use the <i>Festival Layout</i> assessment to evaluate the drawing of the festival/fair grounds, showing event locations, booths, service areas, etc. Evaluate the layout for effective focal point and appropriateness of graphic depiction, text and text box usage, use of tools in toolbars and palettes, manipulation of graphics, and accuracy and proofreading skills.
Create a text block. C1	CA1, 2.1		
Import graphics from various sources (e.g., software-specific library, other applications, Internet). E1	CA3, 2.7		
Apply tools in toolbars and palettes. A6	CA1, 1.4		
Manipulate graphics (e.g., resizing, cropping, scaling, rotating). E2	CA3, 2.7		
Create an effective focal point. B6	CA1, 2.1		
Adjust or change color in a layout. B11	CA1, 2.1		
Use text objects and associated features (e.g., word wrapping, drop caps, initial caps, sizing, color, linkage, frames). C3	CA1, 2.1		
Proofread and correct errors. C8	CA1, 2.1		

Activity originally developed by Donna Defrain; adapted and used with her permission.

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## Festival Layout

### Teaching Points

#### Overview

The physical layout of surroundings in graphical depictions is completed for maps, conferences, festivals, buildings, and many other purposes. This assignment will allow students to research festivals and other outdoor events; then develop and design the layout for a selected outdoor event with appropriate amenities.

#### Content Review

Review and/or demonstrate the following as needed:

1. Using the Internet to locate information
2. Applying layout and design principles in layout software
3. Manipulating graphics and images
4. Using toolbars and palettes
5. Creating drawings in layout software
6. Creating a focal point in layout and design

#### Activity Preparation

Brainstorm with students the activities, events, and amenities that were at festivals, theme parks, and other events they have attended.

Demonstrate the use of software applications appropriate for creation of the assignment.

Discuss seasonal needs for events.

Demonstrate scaling to size for drawings depicting graphics of buildings, landmarks, parking, etc.

Review and/or teach drawing and connecting lines for objects, white space in layout and design for objects and text, and other design features.

Review and/or brainstorm common and universal symbols used to depict events.

Have students practice text objects and other features of various software applications for the assignment.

## Resources

### **Supplies needed for the activity:**

Internet access  
Drawing software  
Desktop publishing software  
Paper  
Printer (color preferably)

### **Web sites (and/or key words to use for search):**

[http://www.showmensleague.org/festival\\_planning.html](http://www.showmensleague.org/festival_planning.html)

<http://www.jhuccp.org/africa/tools/activity/ac28.shtml>

<http://www.sitesalive.com/bl/tg/private/bltgfestival.pdf>

[http://www.l2ed.com/new/ft\\_e/feste/ft\\_e\\_03.htm](http://www.l2ed.com/new/ft_e/feste/ft_e_03.htm)

<http://desktoppub.about.com>

**Key words:** *festival maps, fair layouts*

### **Books, articles, and other resources:**

Adobe Press. (2002). *Adobe PageMaker 7.0*. Upper Saddle River, NJ: Adobe Press (Prentice Hall).

Adobe Press. (2000). *Adobe InDesign 1.5*. Upper Saddle River, NJ: Adobe Press (Prentice Hall).

Lee, L. (2002). *Introducing Adobe Photoshop elements*. Upper Saddle River, NJ: Que/Sams (Prentice Hall).

Reding, E. (2004). *QuarkXPress 5 – Design professional*. Boston, MA: Course Technology.

Obtain the following books, videos, and other materials from Resources@MCCE  
<http://www.resources.mcce.org>.

### **Design Principles for Desktop Publishers**

*Lichty, Tom*

Book –

[4675—BE 11.0101 P L618]

CA, WADSWORTH, 1994.

**How To Create High Impact Designs; Over 90 Examples Of What Works And What Doesn't For Creating Brochures, Newsletters, Ads, Reports, etc.**

*Cleland, Jane K.*

Book – Examples of designs for printed materials

[4336—BE 50.0401 C589b]

CO, CAREER TRACK, 1995.

**Desktop Publishing: Getting the Message Out**

Video – This program introduces the key components of a basic DTP system including: a fast microprocessor, large hard drive storage capacity, CD-ROM drive, large-screen monitor, b/w-color printer and flatbed scanner and more. Learn about software, page layout programs, drawing programs, editing, clip art and lots more!

[10547 – BE VIDEO 40]

MERIDIAN, 2000.

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## Festival Layout Assignment

### Activity Preparation and Assignment

Design a layout on one sheet of paper (8 ½ x 11) for an event so people will know the location for stages (for events), parking, restrooms, eating, misting areas (in case of heat), first aid, etc.

1. This is to be the first *City Spirit Fest* (or other event).
2. Choose any Friday, Saturday, and Sunday in the summer months.
3. Decide where the event will be held (local park, field, other).
4. Determine the schedule of activities.
5. Determine the number of bands playing and include descriptions and other events requiring a stage.
6. What food booths will be offered and where will they be located?
7. How many restroom facilities will be needed and where will they be located?
8. What other activities are planned that will *not* require a stage?
9. Try to use image editing with the letters (e.g., letter stretching, shaky letters, letter stacking, etc.)
10. You may scan photos, clip art, etc. to use to depict events, locations, and other layout features.
11. Graphics and images should be proportionally sized to fit page layout.
12. Submit a keyed one-page handout *outlining the details* of all events and times of operation. The handout should coincide with the activities, facilities, etc. on the layout for the festival or fair.
13. Proofread and correct errors in all documents.
14. Submit the printed Festival Layout.

Planning suggestion: Consider mapping the layout with paper and pencil before attempting the project on the computer.

### Resources

#### **Web sites (and/or keywords for search):**

<http://www.sitesalive.com/bl/tg/private/bltgfestival.pdf>

[http://www.showmensleague.org/festival\\_planning.html](http://www.showmensleague.org/festival_planning.html)

**Key words:** *festival maps, fair layout*

Student \_\_\_\_\_

Due Date \_\_\_\_\_

Date Submitted \_\_\_\_\_

## GRAPHICS

### Festival Layout Assessment

Criteria	10-9 Points	8-7 Points	6-5 Points	4-0 Points
<b>Drawings (10)</b>	All facilities/activities in proportion to each other	Facilities/Activities with 1 proportion error	Facilities/Activities with 2 proportion errors	Facilities/Activities with 3 proportion errors
<b>Displayed Activities/Facilities (10)</b>	All activities displayed	1 activity missing	2 activities missing	3 or more activities missing
<b>Text (10)</b> Size, style, and readability	Text is readable and appropriate, no more than 1 problem	Readability is problematic in at least 2 areas	At least 3 readability problems related to text usage	4 or more readability issues in text selection and usage
<b>Text Boxes and White Space Usage (10)</b>	Text boxes and white space appropriately used	At least 1 problem with text boxes or white space usage	At least 2 problems with text boxes or white space usage	3 or more problems with text boxes or white box usage
<b>Graphics Usage (10)</b>	Relates to presentation of subject matter	Closely related to presentation	Some not related to subject matter	Inappropriate
<b>Color Usage (10)</b>	Colors appropriate for imagery	Colors closely represent imagery	Some colors represent imagery	Inappropriate colors used
<b>Keyed Copy of Event (10)</b>	All activities listed with times	1 activity and/or time missing	2 activities and/or time missing	3 or more activities and/or time missing
<b>Proofreading and Editing (10)</b>	All errors found and corrected	All but 1-2 errors found and corrected	All but 3 errors found and corrected	4 or more errors not found and corrected
<b>Subtotal</b>				
				<b>Total Points =</b>