Create and Design a Bumper Sticker

◎ OBJECTIVE:

To create an automobile bumper sticker

PROJECT OVERVIEW:

As you drive home from school today, chances are you will see several bumper stickers. Whether promoting (or slandering) political candidates, promoting a favorite musical group, or simply making a joke, bumper stickers go wherever the traffic flows, and thus are very effective in getting across a short, simple message to one traveler at a time. In this project, you will use your desktop publishing software to create a bumper sticker that will grab the attention of its onlookers.

❓ GET TO KNOW WHAT YOU'RE DESIGNING:

Bumper stickers can come in a variety of sizes and shapes, but most are rectangular measuring 10 inches wide by 3 inches tall. Bumper stickers can be used to advertise businesses, organizations, sports teams, or to deliver political messages. To be effective, the message delivered on a bumper sticker must be short and easy to read. After all, drivers have but a mere few seconds to read bumper stickers, so it's essential to be brief.

STRATEGIES AND DESIGN TIPS TO FOLLOW:

1. The key to creating an effective bumper sticker is to be clear and concise.

2. Use no more than two fonts—preferably just one—so as to not clutter the bumper sticker.

3. Use a graphic image that will complement your message.

4. Leave plenty of white space (areas containing no text or graphic elements) to maximize the readability of your bumper sticker.

5. Ensure that your message can be clearly read and understood from a short distance away.

6. Carefully read through all parts included in this project. Before beginning any work on your computer, use a blank sheet of paper to sketch the layout and design of the document you will be creating.

Project #2: Create and Design a Bumper Sticker *(continued)*

INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.

2. Save the file as **"Bumper Sticker"** to the "Publish It!" folder.

3. Set up your document using the "Page Setup Instructions" provided on the next page.

4. Complete the "Content and Design Steps to Follow" provided below.

5. Proofread your work carefully for accuracy, design, and format.

6. Resave the file.

7. Print a copy of the document. Refer to the "Suggested Printing and Finishing Instructions" provided below.

CONTENT AND DESIGN STEPS TO FOLLOW:

1. Decide on what your bumper sticker's message will be. Your bumper sticker's message can promote your school, advertise a product or business, support a political issue, or just be outright humorous.
   Note: Before continuing, you must obtain approval of your bumper sticker's message from your instructor.

2. Include the following on your bumper sticker:

   - A headline message
   - A graphic image that helps illustrate your message

3. Add additional text and/or graphic elements to help enhance the look and appearance of the document.

4. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.

5. Go to Step 5 in the "Instructions" provided above.

SUGGESTED PRINTING AND FINISHING INSTRUCTIONS:

1. Print the bumper sticker on full-sheet label paper.

2. After printing, use scissors to trim around each side of the bumper sticker.

Publish It!

PAGE SETUP INSTRUCTIONS:

# of pages:	1
Dimensions:	8.5 x 11 inches
Margins:	None
Orientation:	Landscape
Other:	Using the rectangle tool, draw a rectangle measuring 10 inches wide by 3 inches tall, giving it a 1 pt. border. Position the rectangle in the center of the page. The contents of your bumper sticker should be placed within this rectangle.

11"

10"

3"

Place the contents of your
bumper sticker here

8.5"