**Flyer Design Annotation**

When your flyer is hanging on the wall outside our doors, students who have no idea how to plan and design one will have a learning moment, especially since you will annotate your design to teach them.

Using text boxes, identify each element of typography and design you employed, considering your purpose, audience, and occasion.

1. Identify the element/technique—name and define it
2. Explain the effect you wanted to achieve with said element/technique.

**Design Elements to Annotate**

* Typography, including
  + Typefaces and fonts
  + Spacing (use the correct terminology!)
  + Serifs
  + Categories
  + Kerning
  + Leading
  + Tracking
* Colors
* Shapes
* Visual Hierarchy

Again, your job is to identify what you did and why you did it.