**Document Design In-Class Work and Discussion**

For this assignment we will do the Entrepreneurship Case Study beginning on page 504. To have enough time to complete this assignment I would like to split up the chapter material in the following way:

* One group be responsible for discussion of balance.
* One group be responsible for discussion of alignment and grouping.
* One group be responsible for discussion of consistency and contrast.
* One group be responsible for discussion of ??

In your group assume that you are the expert in the design principle you have been assigned. Plan on sharing a visual representation of your changes at a very basic level, and provide justification for changes that you make. This *deliverable* can be very simple: the group discussing balance, for instance, can just draw out some thumbnail sketches as page grids, or use the “insert > shapes” tool in MSWord to draw some simple grids. The group discussing consistency: actually choose some heading or fonts styles and say why you chose what you did. (just examples but you get the idea).

When we reconvene, be sure to tell us:

1. the most important elements of that design principle,
2. how you would re-design the flyer applying that principle, and
3. if there are any special items to consider when designing for online as opposed to print media.

We will work in groups separately until 8:45-9:00 which gives each group only 5 minutes to present. Thus you’ll need to choose wisely as to the most important principles you will want to share. Do your best!

And though the assignments says that the entrepreneurs think the text/content is fine, I do not. Not at all. If you have time and want to think about content, be my guest.