

Graphic Design

1st FID Assignment

Graphic Design 2026-2027 1st-2nd -3rd year students

Redesign an "Ugly" Local Brand: Find a local business, menu, or outdated flyer in your area and redesign it to current design standards.

Redesign a local, family-owned butcher shop menu from Brose's Superette, located at 100 E Rockenstein Ave in Butler, PA, or Schnur's Country Market in nearby Bonniebrook. By focusing on clear typography, hierarchy, and a rustic yet clean aesthetic, you can transform an outdated piece into a professional, modern marketing tool.

Step 1: Gather Your Supplies

1. Source Material:

Find or snap a photo of an outdated local flyer or menu from a business near Homeacre-Lyndora.

2. Drawing Tools:

Paper, pencils, ruler, fine-tip black pens (like a Sharpie fine or Micron pen), and markers or colored pencils.

3. Layout Design Principles:

A clear grid, defined margins, and a limit of two fonts (e.g., one bold sans-serif for headers and one readable serif for descriptions).

Step 2: Choose Your Business & Analyze the "Flaws"

- 1. The Business:** Choose Brose's Superette because they are known for their high-quality local cuts and homemade prepared foods like wedding soup and pierogi casserole, but their printed assets could benefit from a visual boost.
- 2. The Flaws:** Outdated flyers often suffer from clashing fonts, too much text crammed into one space, lack of a clear focal point, and poor price placement.

Step 3: Map Out Your Wireframe (Rough Sketch)

Before drawing final details, sketch out how the new menu or flyer should look:

- 1. The Header** (15%) of the page):
Draw a strong, clean title box featuring the business name. (e.g., BROSE'S SUPERETTE in bold, capitalized lettering).
- 2. The Body**
(The core of the menu): Divide the page into two columns (e.g., Column 1: Fresh Cut Meats, Column 2: Homemade Prepared Foods).
- 3. The Prices:**
Ensure the prices are placed directly to the right of the item and formatted clearly with text (e.g., \ \$6.99 text 1b for Ground Chuck).
- 4. Footer** (Bottom (10%) of the page):
Make the store hours and location prominent to drive in-person visits.

Tasks # :

600 Design, Layout, and Production

CONTACT INFORMATION/ASSISTANCE

Instructor Name: Lee Ann Clutter

Instructor E-Mail:
clutterl@butlertec.us

I will be available by email from 7:40-12, and 12:30-3:10 to answer your questions. Please reach out if you are having difficulty completing your assignments.

INSTRUCTIONS

All work is due on the day we return to school. This is counted towards your attendance and as a classroom assignment.

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Step 4: Draw Your Final Copy Grid

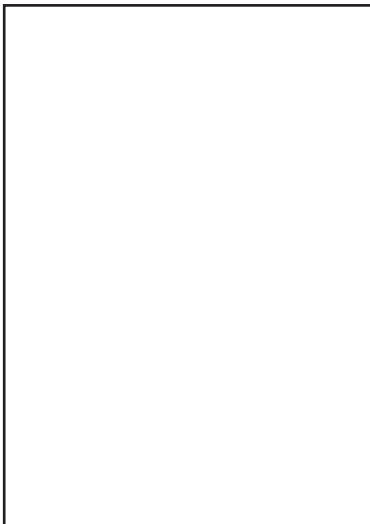
1. Setup: Use a pencil and ruler (or striaght edge) to draw faint guidelines on your paper so your text stays perfectly straight and aligned.
2. Ink the Content: Use your fine-tip pens or pen to write out the menu items, prices, and descriptions.
3. Hierarchy: Use different weights (e.g., thick, heavy letters for headers and thinner, lighter text for descriptions) to make it easy for the eye to scan.
4. Embellishment: Draw subtle design elements—such as a simple sketched line, a divider, or a minimalist border—to frame the flyer and give it a polished, professional finish.

Step 5: Digitize (Optional during class-time or at Home)

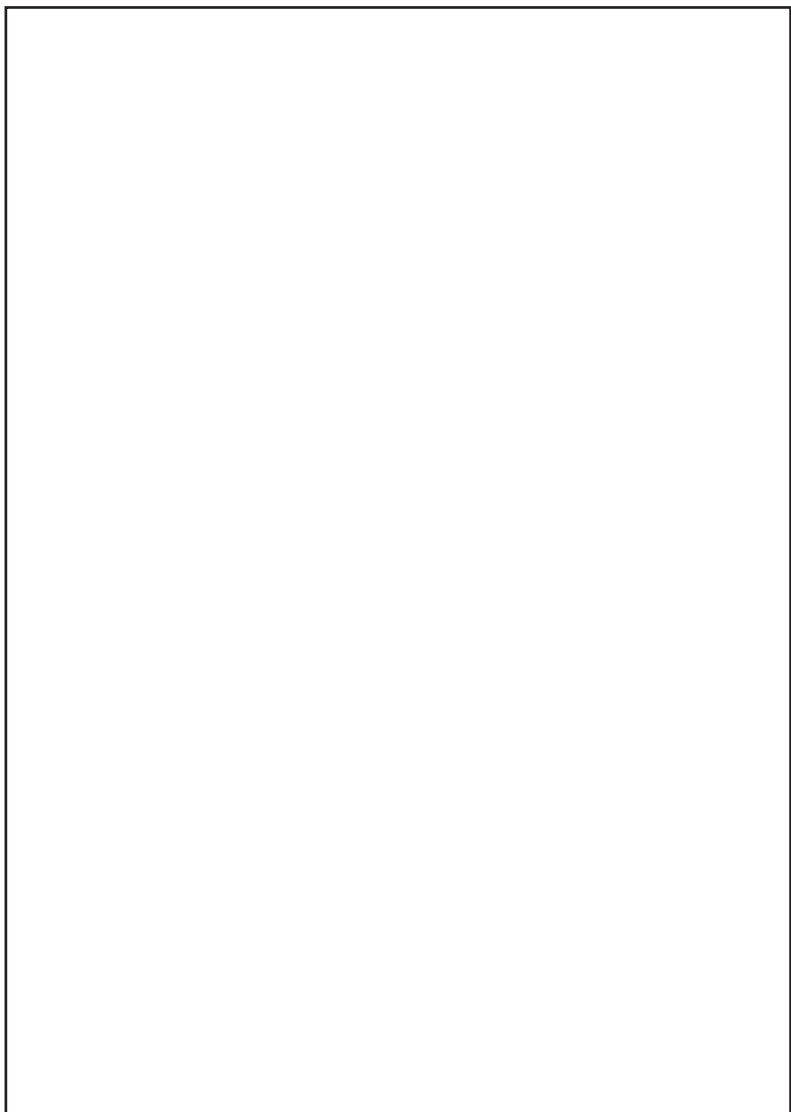
If you want to take your hand-drawn layout a step further, snap a photo of your hand-drawn sketch and upload it to a free design platform like or in Adobe Illustrator, Canva or Adobe Express.

Trace over your design using modern, clean digital design in Adobe Illustrator, create a print-ready PDF you could actually share with the business owner.

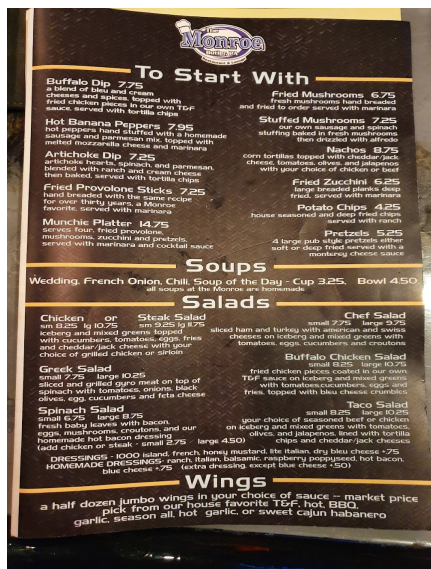
THUMBNAILS / ideas below



Sketch a rough draft in the box below



Example of
Monroe
Hotel menu



1st FID Assignment Continued

Final draft in the box below