

This project Grand Traverse Flyer was completed for my Intro to Graphic Design course at Kalamazoo Valley Community College. The goal of the assignment was to create a flyer using provided information and images. The content was arranged in an organized layout, and the images were placed strategically to make the flyer more visually engaging. This was my first time using Adobe InDesign. I experimented with placing an image in the background and using brighter text colors that would stand out on the poster. I also used analogous colors—dark green from the grass and yellow-orange from the building in the photos—to create visual harmony. All layouts were completed in InDesign.