



DON'T TEXT AND DRIVE!

GET THE MESSAGE.

TEXTING WHILE DRIVING IS A DEADLY DISTRACTION.

**“It”'s not about how good of a driver you are.
It's about the 5 seconds you take your eyes off the
road. Don't risk it.”**

waginsurance.ca

WAG
insurance corporation

NAME: Ken Ngai

PROJECT #4 BRIEF DUE WEEK # 9

WAG insurance need to create an eye-catching educational poster design to promote attentive driving, primarily to young and new drivers. Young, inexperienced drivers (under 20) have the highest proportion of distraction-related fatal crashes, with talking and texting being the most commonly recognized distraction. Please come up with catchy heading or copy that promote safe & attentive driving.

Requirements

- 1. The poster must be in vector (no raster graphics allowed), 11" x 17" trim size, with all fonts converted to outlines.
- 2. Feel free to use any fonts except for these fonts: Times New Roman, Arial, Comic Sans, Papyrus.
- 3. Provided logo & Website has to be incorporated within the poster.
- 4. Project brief must be included

MARKING CRITERIA

Soft copy NOT submitted in D2L -/ 10

Overall design, Concept +/10

TOTAL /10

POOR			BELOW AVERAGE		
Bad quality work, sloppy work, major issues on the designby having inconsistent, jaggy paths, paths aren't closed/joined. Other problems may include: Artwork include raster or, Fonts are not converted to outline or, Softcopy not sized at 11x17 or, Using default fonts or, Logo and website are not included Project brief is not included in hardcopy			Work quality could be improved, major problems on concept, drawing skill/tools skill (paths are not consistent, wonky paths, curves & paths are not closed/joined) overall design & layout. Other issues may include: Artwork include raster or, Fonts are not converted to outline or, Softcopy not sized at 11x17 or, Using default fonts or, Logo and website are not included Project brief is not included in hardcopy		
1	2	3	4	5	6

AVERAGE			EXCELLENT		
Decent work quality with few minor problems on concept, drawing skill/tools skill, overall design & layout Other issues may include: Artwork include raster or, Fonts are not converted to outline or, Softcopy not sized at 11x17 or, Using default fonts or, Logo and website are not included Project brief is not included in hardcopy			Exeptional work quality: good concept, drawing skill/tools, overall design & layout Artwork doesn't include raster, Fonts are converted to outline, Poster sized at 11x17, Not using default fonts, Logo and website are included. Project brief is included in hardcopy		
7	8	9	10		