

**Digital Design--Haskin**  
**“Clean Design” Real Estate Project Assignment**  
**4 class periods (200 minutes)**

<p style="text-align: center;"><b>Objectives:</b></p>	<p><b>The student will be able to:</b></p> <ul style="list-style-type: none"> <li>• IT-DD-6 Identify and develop model digital products that reveal a professional layout and look by applying design principles to produce professional quality digital products. <ul style="list-style-type: none"> <li>○ 6.1 Describe and identify graphical elements and the appropriate use of elements on a web site.</li> <li>○ 6.2 Explore and apply color principles to digital products.</li> <li>○ 6.3 Critique work samples for professional quality in look and layout based on design principles.</li> <li>○ 6.4 Explain the difference between graphic elements used in print media and online media.</li> <li>○ 6.5 Apply the concept of how graphics and text help establish a brand or product identity and explain meaning in presentation of graphic.</li> </ul> </li> </ul>
<p style="text-align: center;"><b>Business Ethics:</b></p>	<p style="text-align: center;">Students will model work readiness traits required for success in the workplace including teamwork, multitasking, integrity, honesty, accountability, punctuality, time management, and respect for diversity.</p>
<p style="text-align: center;"><b>Number of Class Hours:</b></p>	<p style="text-align: center;">4 class periods which will equal 200 minutes</p>

# REAL ESTATE PROJECT: PHASE 1

## Create a Listing Flyer

### Sample Real Estate Flyers

For this project, you must have your own unique identity in the form of a flyer. You must design the flyer using a combination of Fireworks and Publisher. It should be roughly 11" tall and 8.5" wide. No more than four colors total (including black) to maintain a clean and concise design. Please review the attached rubric to make sure you include all requirements. Examples of real estate flyers are:

**Your Marketing Message Here!**

Address Line 1 Here  
Address Line 2 Here

Your Price Caption Here

**Bullet Points Title Here**

- Add your bullet point 1 here
- Add your bullet point 2 here
- Add your bullet point 3 here
- Add your bullet point 4 here
- Add your bullet point 5 here
- Add your bullet point 6 here
- Add your bullet point 7 here
- Add your bullet point 8 here

**Text Area Title Here**

When you are buying or selling a home, REALflyer is the real estate company for you. REALflyer is the home of quality professionals who, on average lead the industry in production, experience and professional designations. REALflyer is committed to working with you! You can customize this text online to include a more detailed description of your property or to highlight your experience.

Your Logo Here      Your Photo Here

Your Name Here  
Your Title Here  
Your Contact Number Here  
Your Email Address Here  
Your Website Address Here

This is for my Website Use!

**123 Sample Drive**

Los Angeles, CA      Asking \$1,249,000

Your Logo Here

Your Photo Here

- Over 4500+ Square Feet
- 4 Bedrooms with Guest Room
- Newly Remodeled Kitchen
- Viking Built-In Appliances
- Granite & Marble Flooring
- Custom Pool with Spa
- Professional Landscaping
- Large Private Yard
- Central Air and Vacuum
- Integrated Intercom
- Wired for Home PC Network
- Professional Gym Room
- New Patio Deck
- Four Car Garage

Your Name Here  
Your Title Here  
Your Contact Number  
Your Email Address

Information is deemed to be true, but not guaranteed.

**Your Marketing Headline**

Address Line 1 Here  
Address Line 2 Here

**Bullet Points Title Here**

- You can add your bullet point 1 here
- You can add your bullet point 2 here
- You can add your bullet point 3 here
- You can add your bullet point 4 here
- You can add your bullet point 5 here
- You can add your bullet point 6 here
- You can add your bullet point 7 here
- You can add your bullet point 8 here

Your Logo Here      Your Photo Here

Your Price Caption Here

Your Name Here  
Your Title Here  
Your Contact Number Here  
Your Email Address Here  
Your Website Address Here

This is for my Website Use!

**6208 MacArthur, Oakland**

\$459,000

**Charming, cheerful and affordable** describes this home in the Mills College area. Imagine watching television or listening to music in the spacious living room with fireplace and surround sound. Have dinner parties for friends and family and they will either sit down in the formal dining room or breakfast area or just congregate in the kitchen while the food is prepared in the updated kitchen with beautiful countertops. You will love the tankless water heater that produces endless hot water. You will appreciate the copper plumbing even though it is not visible. Enthusiastic about gardening? This yard is for you. Need a play yard for children or pets? This yard fits the bill. Easy access to freeways and public transportation, restaurants and shops.

- 2 bedrooms 1 bath
- Formal dining room
- Hardwood floors
- Tankless Water Heater
- Lot size: 5000 sq ft
- Post Central Report: Western
- Section 1 S.T. 650
- Section 2 S.T. 625

**Roman Fan**  
Direct 510.867.1433  
Fax: 510.527.9426  
Cell: 415-420.7663  
Email: Roman@KormanandNg.com  
[www.romanfan.com](http://www.romanfan.com)

**KORMAN & NG**      [www.KormanandNg.com](http://www.KormanandNg.com)

## **REAL ESTATE PROJECT: PHASE 2**

### **Create a Listing Flyer Scoring Guide**

Requirement	Points Possible	Deductions
Setup is on regular letter (8.5 x 11) OR legal (8.5 x 14) paper (your choice) and is 2 pages long	5	
Logo is included	5	
Contact information is included (remember, you are the real estate agent!)	5	
Font selection is appropriate for theme and eye catching where necessary (highlight features!)	5	
Student uses layering, kerning, outlines, scaling, rotation, or other features to make the flyer appealing (label on the b/w final printout)	20	
Spelling/grammar and salesmanship (ad talk) Make me want this house!	20	
Printed in color duplex (two-sided); when printing, click Setup... button at bottom, OK, select color printer, click Preferences, and set at left to Two-Sided printing/Duplex	5	
Print b/w copy (it will not be front/back) and label all advanced features used (draw and identify)	15	
<u>Overall professionalism</u> : Includes proper inclusion of information, photo selection, and design	20	
<b>TOTAL POINTS</b>	<b>100</b>	

Name: \_\_\_\_\_

Instructor Notes:

# Student Sample



# BROWNING BRASS KEY REALTY

"Opening Doors For You"

## PROPERTIES FOR SALE

Corner Tallokas Road and Veteran's Parkway S. - 3.14 Acres  
\$699,000

Just North of CRMC West side Veteran's Parkway – 9.5 Acres  
\$599,000

Lake-front Residential Lot On Southlake Drive - 5.74 Acres  
\$165,000

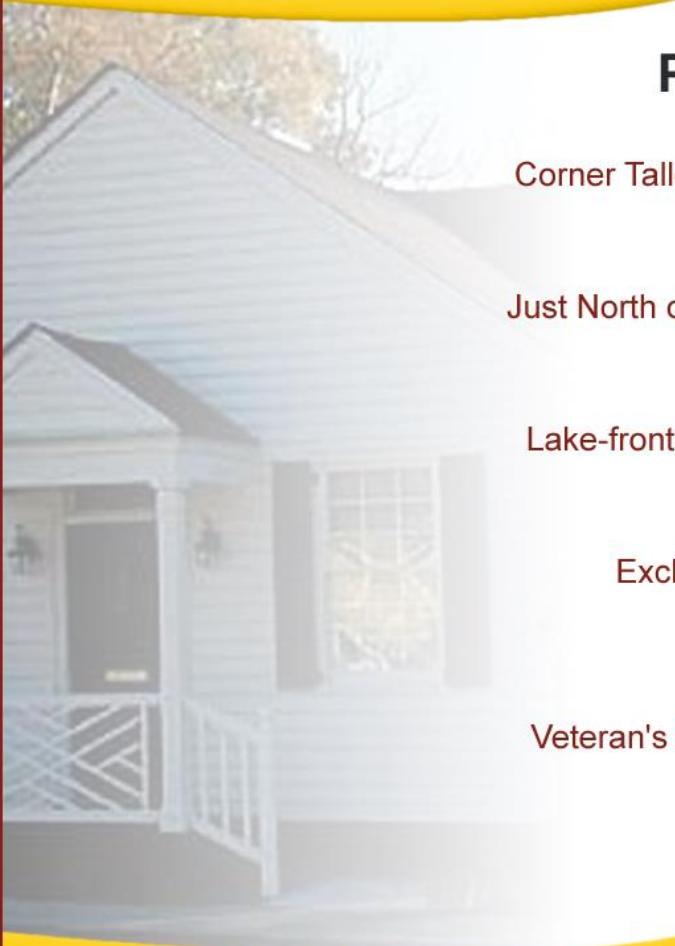
Exclusive Commercial Site Veteran's Pkwy and  
Business 319 S. - Will Sub-Divide  
Price Negotiable

Veteran's Parkway South – 3.74 acres across from CRMC  
\$335,000



Patsy Browning, Broker

"in my experience as a Moultrie real estate professional, I've found that providing the very best service is essentially about putting my clients first. This means keeping myself accessible, being a good listener as well as a good communicator, and responding quickly to your needs. I have sold real-estate in Moultrie for the last 40 years."



Browning Brass Key Realty  
719 S. Main Street  
Moultrie, Georgia 31768



Patsy Browning  
229-985-3032 (office)  
229-890-7669 (cell)

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<b>TOTAL POINTS</b>	<b>100</b>	100

Name: Kendajah Cummings

Instructor Notes:

100/100

This design is ready to be printed! I think it is great that you chose a local agent and spoke with her about her needs and what she wanted to see. This additional step goes a long way in making you not just a great designer, but a great business woman. You implemented clean design, used high quality graphics, and made sure all text was correctly formatted and error free. Great job!