

Design #1: Business Flyer

The business I chose to represent in my flyer is Amazing Creations by Amber. This is a new bakery, recently opened in downtown Charleston. In order to draw attention to the flyer I tried to use bright, contrasting words and colors. I also included several photos of cakes and a border of cupcakes to make the flyer seem appetizing. Since the bakery is new, I used pictures of high end and complicated cakes to show that the bakery is looking for serious clients with big dreams when it comes to cake designs. The bakery specializes in birthday, wedding, and engagement party cakes so I tried to incorporate these all in the design. I also included all information a potential client may need in order to bring their business to Amazing Creations by Amber. Leaving some empty space and alternating the directions of the text boxes allows for the reader to get all the information they need without feeling overwhelmed. Overall I feel that my flyer design is visually appealing and gets across all needed information.