

Project I

Brochure

Outline of content due Sept. 6 Rough drafts due Sept. 13

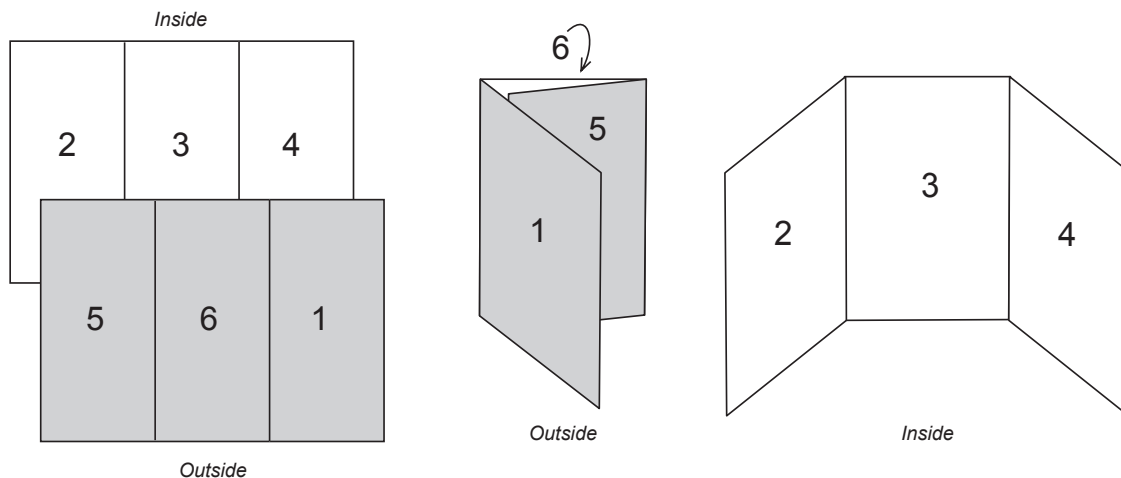
Project due Wed. Sept. 27

Be sure to read, understand and follow all instructions.

Description & Overview

Students will create a brochure using InDesign and Illustrator.

Brochures are meant to communicate discreet amounts of information in a handy and easy-to-understand format. When a standard 8-1/2x11-inch brochure is folded in thirds, it creates 6 panels. The outside first panel (1) is usually an introduction and contains a title, the inner panels (2, 3 & 4) contain the “meat” of the brochure, and the outer last two panels (5 & 6) are space for overflow from the inside or can be used additional information. Panel 6 is often used for return and mailing addresses. Panels 1 & 6 are visible on the outside when the brochure is folded.



Common brochure formats include 8-1/2"x11" (letter) tri-fold, 8-1/2"x14" (legal) tri-fold or quadfold, and 11"x17" folded in half then in thirds (to same dimensions as 8-1/2"x11" trifold). Some examples will be shown in class.

Objectives

This exercise will build upon the typographic and layout skills learned in class and introduce more features of InDesign such as setting up a multiple page document, text flow, columns and guides. This project will also introduce Illustrator and some of its features such as drawing, scaling and setting text on a curve and around polygons.

Format

8-1/2" x 11", two-sided, “tri-fold” (folded in thirds so that each side has three panels). Color clip art may be used only if suitable black and white art is not available, but make every attempt to convert it to black and white (i.e., ask the instructor). Use black or shades of gray only for type.

Requirements

The brochure will incorporate the following:

- A single two-page document (one document with a page for each side of the brochure)
- Multiple columns, use of text flow for long blocks of text
- Text set on a curve or around a polygon or circle created in Illustrator and placed in InDesign
- At least one graphic created in Illustrator – if a map, it should feature North arrow, legend and scale
- Adequate margins for printing, proportional space between columns
- Thoughtful design and layout
- Use good spelling, punctuation and grammar!

Content

The content of the brochure is up to you. It is OK to use information for a report or project from another class. If you have difficulty with content, contact me right away. Here are few ideas:

- Your new restaurant
- Travel brochure to an exotic location, your favorite park or campground
- Why or how to recycle or compost
- Membership information about a club or group

Grading

This project is weighted to be worth about 17% of your final grade. Point deductions will be made as follows:

- 5-10 pts Missing required element (such as two single-page documents, lack of multiple columns, missing Illustrator graphic, inadequate margins, etc., etc.)
- 2 pts Layout flaws (such as awkward graphic placement, inappropriate graphic or typeface)
- 5 pts Spelling errors (beware... bewaaaaaare!)
- 2 pts Punctuation and grammar errors

Some thoughts to guide you

A dear pig-headed friend used to say that reading instructions is a sign of failure. I insist that failure is caused by not reading instructions, especially in this class. If you have a question, please ask, especially regarding format, required elements, spelling/spellchecking and proofreading. Your ability to follow instructions will be reflected in your grade.

Also, avoid some of the common pitfalls of layout and design such as:

- Orphaned text (single words at the end of the last paragraph of a column)
- Widowed text (single words at the end of a paragraph at the top of a column)
- Inappropriate abbreviations (such as using "&" instead of "and" in a sentence)
- Awkwardly hyphenated words
- Crowded text and pictures
- Not proofreading and spellchecking

Document setup

Margins and column setup for our 8-1/2x11-inch brochure layout:

