

ASSIGNMENT SHEET

DESN 225 – Advanced Study of Graphic Design

ASSIGNMENT – Tourism Rack Brochure (Letterfold)

OBJECTIVE

Design and produce a comprehensive layout for a rack brochure that would be used in racks at travel agencies, in welcome centers and rest stops on the interstate, as well as in hotel lobbies. Choose a tourist attraction or destination for your subject. Plan the placement of photos and graphics, select type faces, and write headings and any text over 12 point. Body copy will be indicated with provided dummy text. You may use real text if you wish.

METHOD

1. Research the subject and collect necessary photographic images. Visit a hotel or rest stop and get a few sample brochures.
2. Begin arranging materials in rough layout form. (thumbnails) Plan the flow of information and graphics that are needed. (colors, borders, etc.) The design will consist of multiple panels – you should strive to create a package look that draws the reader throughout the design and organize the information in a logical way. Make the design interesting and appealing to the appropriate audience. BE CREATIVE!
3. After receiving approval, prepare a comprehensive layout using **InDesign**.
4. Finally, print out the comprehensive layout, assemble back and front, trim to size, score and fold for final presentation (folded dummy).

SIZE/COLORS

8.5" x 11" folded to 3.75" x 8.5" (letterfold). Exact dimensions of folds will be provided in class. You may use a die-cut if appropriate. 4-color process, full bleed on both sides.

THINK ABOUT

- Give careful consideration to the upper third of the front cover – first impression! Make sure the name is prominent and legible in this area. Think above the fold!
- Get your brochure noticed! It will compete with many other designs on the rack. (color, type, shape, etc.)
- Think of the masthead as a logo. Design it yourself – do not use an existing logo or masthead. The logo may be used as a tag on the back cover. Show what YOU can create as a designer!
- Possibly repeat the name at the top of the back panel – maybe slightly smaller.
- How do you use the fold-in panel? Make it work as a stand alone, but also coordinate with the inside spread.
- Make it appealing and inviting to a potential tourist – colors are very important.
- Include images of people having fun on the layout. The viewer will be better able to relate to the subject with this humanizing touch.
- Use type appropriately and effectively. Legibility is extremely important!
- Include specific information in a logical manner in the design.
- Create a map graphic that matches the style of the rest of the brochure to give directions to the attraction.