

ASSIGNMENT SHEET

DESN 225 – Advanced Study of Graphic Design

ASSIGNMENT

8-Page Saddle Stitch Brochure for a Manufactured Product

OBJECTIVE

Design and produce a comprehensive layout for an 8-page brochure that promotes and sells a particular manufactured product, such as a car, motorcycle, camera, computer or some other big-ticket item. Your goal is to present the product in the most appealing way, and also in a look that is appropriate to the potential buyer of that type product. You are SELLING the product. Plan the placement of photos, select typefaces and write headings and any text over 12 point (body copy). Actual body text can be used or indicated by greek text. Try to be creative in the use of type for more visual interest. This type of brochure needs to look very slick and classy and have a feel that is appropriate to the product that is being sold.

METHOD

1. Research the subject and collect necessary photographic images. Shoot to obtain the very best quality images you can find. You may use existing brochures for photos to scan. Also consider the possibility of illustration as well. Web images may be used, but they should be at least 4 MP. to be usable.
2. Begin arranging materials in rough layout form. (thumbnails) Plan the flow of information and graphics that are needed. (colors, borders, etc.) Try to make the brochure flow from one spread to the next. (UNITY) Make the brochure a total package from start to finish using consistent color and graphics, but with a bit of variety.
3. Prepare a comprehensive piece utilizing Indesign. Create an 8 page document, portrait with spreads. Design it in “reader spreads,” not “printer spreads.”
5. Finally, arrange the pages in “printer spreads” and print out the comprehensive layout, assemble back and front, trim to size, score, fold, and saddle stitch for final presentation.

SIZE

16” x 10” sheet size, 8” x 10” finished size. You may use die-cuts.

COLORS

4-color process (full color), full bleed throughout

GRADING

Assignment will be graded according to quality of design based on content, composition, balance, symmetry, unity, variety and contrast, proportion and scale, organization of the information and the overall impact of design on consumer. Also, presentation of design, including cleanliness, mounting, and critique.