



Project Details:

Name:
Brochure Design

Dimensions:
14.875 x 5

Due:
10/26

- Required:**
- 4 page 2 sided
 - 1 or more of supplied photos
 - All text supplied
 - Printed design
 - Packaged INDD file
 - Sketches
 - High Res PDF

Brochure Project 100pts

PROJECT DESCRIPTION

Use the given text and photos to create a 4 page brochure. The brochure should use ALL of the text and choose how to use the images to create an effective overall design.

The images supplied can be manipulated anyway that fits your concept. For this project all the text needs to be used, but can be in the typeface of your choice as well as how it is arranged.

Design: Sketches are important when dealing with layout. They will need to be shown to the instructor prior to beginning project.

Size: Flat: 14.875 x 5
Folded: 5 x 5

- Required:**
1. 4 page folded brochure (front and back)
 2. 1 or more of supplied photos
 3. All text supplied
 4. Printed design
 5. Packaged InDesign file
 6. Sketches
 7. High Resolution PDF

COPY

See text file on the server

SCHEDULE

Week one (10/19): Bring in concepts/sketches/photos/illustrations based on the observations that you made.

Week two (10/26): Bring in final printed project for final critique
Have project cut to the edge and ready for presentation.
Have the packaged InDesign file and pdf on the sever at the beginning of class under To be graded/Project 4

GRADING SHEET	NAME	PROJECT							
	DATE SUBMITTED	ADDITIONAL INFO							
				ACTUAL POINTS	POINTS				
01	Concept				/20				
02	Use of graphics (How did you use the provided images creatively)				/15				
03	Overall Design and Layout				/15				
04	Hierarchy				/10				
05	Use of typography				/10				
06	Use of spreads				/10				
07	InDesign File (points below make up total points)				/20				
08	a. All fonts collected				/2				
09	b. All images collected				/2				
10	c. Document is the right size				/2				
11	d. Document uses bleed edge and not margin				/2				
12	e. All images are CMYK				/4				
13	f. Uses the correct file types (.tiff and eps)				/2				
14	g. High res pdf				/2				
15	h. All in one indesign document				/4				
16									
17	Not printed (-11 points)								
18	Incomplete (- 50%)								
19	Late: (-15 points)								
20	Final Score:				/100				
21	Percentage:				100%				
22	Letter Grade:				A/B/C/D/E				
23	Notes:								
24									
25									
26									
27									
28									
29									
	POSSIBLE POINTS	100-90	A	89-80	B	79-70	C	69-60	D