REVISED

MULTIPAGE BROCHURE DESIGN

ASSIGNMENT **3**

Spring 2020

DESCRIPTION
Typographic hierarchy, grids, and design for multipage documents (brochures) using a repetitive structure.

ASSIGNMENT

1. Design and create an 8 page brochure detailing a series of health seminars being offered by Charlotte Hungerford Hospital.

This brochure will incorporate a headline, subhead, body text, and other related elements.

Your design should be visually dynamic, provide strong conceptual and visual continuity from cover through interior, and use type, image, and the grid to effectively communicate the subject and provide access to information in the proper hierarchical sequence.

2. Produce mechanical art for cover and one interior page of brochure design.

Continue to apply the use of the typographic hierarchy and visual concepts, and correct document and text formatting explored in previous assignments.

PROCESS
This is a *five phase* project.

PHASE 1 Begin the process by creating **3+ cover designs** — *not minor variations* of the same design.

Add a **new page** from the **NONE master page** icon to the InDesign document for each new design and variation of a design.

PHASE 2 Following the review, produce layouts for the title page and *4/5 spread*

Add *new pages* for *variation* of a design.

PHASE 3 Finalize and create the balance of your 8 page document.

This document will apply basic **Master Page** concepts and **Style Sheets** for the design and production of the publication.

~~**PHASE 4**~~ ~~Pagination and imposition in creating a "dummy" of your publication.~~

~~**PHASE 5**~~ ~~Mechanical art/color separations of cover and page 5.~~

ASSIGNMENT
SCHEDULE

IntroductionDONE	~~T~~	~~3/24~~
Lectures ~~- image-content~~ - brochure layout DONE	~~TH~~	~~3/26~~
~~Lecture - stock photo image sources~~	~~T~~	~~3/31~~
~~Work session~~	~~TH~~	~~4/2~~
~~NO CLASS Reading Day~~	~~T~~	~~4/7~~
~~3 cover comps DUE~~	~~TH~~	~~4/9~~
InDesign demo - master pages DONE	~~T~~	~~4/14~~
~~Lecture - paper choice~~		
Variations of cover comps + 4/5 spread DUE	TH	4/16
Lectures - signatures DONE and ~~pagination~~ ~~- binding~~	~~T~~	~~4/21~~
Finish 4/5 spread generate master pages	TH	4/23
"Rough" brochure DUE	T	4/28
Seps test of cover and pg 5 ~~+ dummy~~	TH	4/30
~~Presentation & specs review~~	~~T~~	~~5/5~~
DUE-start of class	TH	5/7

DESIGN CONSIDERATIONS

- How you can work with the typographic elements for visual interest, reading hierarchy, access and legibility.

- How type structure (alignment), space, and contrast of scale (size/weight), texture (font proportions/stance), and capitalization (u&lc, l/C, caps) can contribute to achieving your design goals — emphasis and visual hierarchy

- Font style choice to fit content

- Color scheme—what is appropriate for content, and how does interior color relate to cover color

- Image choice to communicate content

- Grid—what kind of grid structure should you incorporate into this publication.

  - margins

  - size/number columns and space between

  - location of text and other elements

  - location and design of repeating elements

- Expandable

  - from a one line headline to a two line headline or subhead

  - longer description or bullet list

  - longer location info

  - added info—???

CONTENT
See pages 9 - 11

SPECIFICATIONS

FORMAT: 7"x7" or 7"x9" (v or h) with a two, three, or four column grid.

DOCUMENT

Page size:	7"x7" or 7"x9" v or h	*Facing pages:*	Yes
Margins:	.5" (3p) all/other	*Columns/Gutter:*	2-3-4 columns /1p6 +/-
Auto text box:	yes/no	*Guides:*	As needed

Add a **new page** from the **NONE master page** icon to the InDesign document for each new design and variation of a design.

Once a cover design is chosen, **duplicate the file,** delete any unused pages and design 2/3 and 4/5 spread. From conplete 4/5 spread generate a master page set. Using the master page set, add a 6/7 document page spread. On 6/7 replace text with new copy.

Your final document should be 8 pages including front and back cover.

DESIGN & TECH:

Images: **Cover image** is from any source a~~ "stock photo" — obtained from stock photo site. Web site low rez. "comp" image o.k.~~ (don't buy high rez version).

Set image mode for cover color photos as CYMK. TIFF file format.

Interior images is from any source a~~ "stock photo" — obtained from stock photo site. Web site low rez. "comp" image o.k.~~ (don't buy high rez version).

Set image mode for all b/w photos as GREYSCALE. TIFF file format, unless a Duotone—this will be an EPS.

A Photoshop Duotone can also be used for interior images. Make sure that they match Pantone colors used in the InDesign document.

Illustrations (if used) **must be original art** - created in Illustrator.

Illustrations can monochromatic or duotone graphic that match Pantone colors used in the InDesign document.

Images are **linked,** not embedded.

Graphics: Simple graphic elements (shapes & rules) allowed.

Spot
Color: Cover: **Pantone+CYMK Coated** for spot color items/objects.
Inside: Two **Pantone spot** colors using **Pantone Solid Coated**.
        Black is considered a color.

Style
Sheets: Use1 Style Sheet to apply text formatting to your document. One for:
    1. head
    ~~2. subhead~~
    ~~3. body text (main)~~

Master
Pages: Use Master Pages for common elements that repeat on interior pages.
    ~~- *head and subhead*~~
    - *rules or repetitive graphic elements*
    ~~- *text boxes for body text and informational elements*~~
    - *folio containing: the brochure title or institution name*
           an auto page number marker.

Layers: Use layers to help manage the elements in your design. Name all layers.

Text & layout All text composed in InDesign. Use as few text boxes as possible, but as many as you need. Within a text box, format your typography using proper formatting techniques.

- ***Alignment*** for left, right, and center justification.

- Proper ***line breaks*** to control how a line breaks with a paragraph.

- Proper paragraph ***returns*** to define a new paragraph.

- ***Space After*** to control vertical position of a text group or paragraph. Don't use multiple returns to vertically position text.

- Left/right paragraph ***indents*** in combination with left/right/center alignment to control left to right position of text.

- ***Leading*** to control the vertical spacing of text in a group or paragraph. Make sure you use absolute/fixed leading — ***don't*** use auto leading.

- ***Tracking*** for body text as needed for copyfitting, and to space out a line of text. Don't use spacebar.

- ***Kerning*** to adjust awkward headline letter pair space as needed.

Set and following margins and grid column guides

Use and retain guides.

Paper: ~~Paper selection is open.~~

Bleeds: Bleeds o.k. all sides.

Binding: ~~Saddle stitch.~~

Folds: None.

Die Cuts: None

EVALUATION

10 **Process** - ongoing progress (milestones), quantity/quality of comprehensives, revisions and refinement to finished design.

50 **Concept/design/composition** - visual impact and interest (creative visual solution); effectiveness of composition and information hierarchy; follows visual guidelines and contains correct information.

20 **Technical** - document construction and quality of execution (InDesign techniques); follows specifications.

20 **Presentation** - ~~paper and~~ electronic.

-10 **Deadline** - (deduction for not meeting deadline).

PRESENTATION

Paper   ~~Place the following in the RED FOLDER provided:~~

Process   ~~***All*** sketches, lasers of preliminary and revised designs, and references~~
~~Organized on ***left*** side of folder.~~

Final   ~~Color laser prints (3 sets) output at 100% scale as spreads~~
~~Centered on 11"x17" paper **with crop/reg marks**.~~
~~One set stapled - just in the corner~~
~~One set assembled as a dummy~~
~~Organized on **right** side of folder.~~

~~One set **trimmed** and **mounted** on appropriately sized board.~~

Mech   ~~Color separations output at 100% on the b/w laser (PDF)~~
~~Centered on 8.5"x11" paper **with crop/reg marks and file info** of~~
~~- cover (as process color)~~
~~- interior page 5 (as spot color)~~
~~Organized on **right** side of folder.~~

Digital

Create a PROJECT folder and include the following items:

~~- **One** InDesign document file containing **all** preliminary designs and variations~~

- **One** final InDesign document file containing your **FINAL** DESIGN

- A PDF file of the **FINAL** DESIGN **with** crop marks

~~- PDF file of color separations of final COVER and PAGE 5 **with crop/reg marks and file information**~~

- A folder containing imported ***images*** used in your design

- Title PROJECT folder: ASN3-your last name
- Title the INDESIGN files: ~~ASN3-your initials.indd~~
  ASN3fnl-your initials.indd
- Title the PDF DESIGN file: ASN3-your initials.pdf
- ~~Title the COVER PDF seps file: ASN3sepCVR-your initials.pdf~~
- ~~Title the PAGE 5 PDF seps file: ASN3sepPAGE5-your initials.pdf~~
- Title the IMAGES folder: IMAGES-your initials

Submit via DROPBOX - no specific folder

- Click on the link below, though you may have to copy and paste it into your browser.
- The link will open a DropBox window to allow you to upload files, from here it is self-explanatory.

https://www.dropbox.com/request/C7vrJR8s0EvQqYm7eeVl

TOPICS

- Design of publications.
    - cover designs
    - determining number of pages/page sequencing
    - establishing format and grid/organizational structure
    - interior pages and page spreads
    - repetitive format elements
- Analyzing content to determine sequence and hierarchy.
- The use of image to communicate theme or content.
- Conceptual link between type and image and incorporation of image into the information hierarchy.
- Image sources - stock photo site account.
- Body text in layout.
    - spatial and visual qualities
    - copyfitting.
- Establishing a reading/information hierarchy.
    - Incorporation of image into the message hierarchy.
    - Contrast of typeface, size, weight, stance, capitalization, and structure.
    - Negative space as an organizational element
    - Groupings for unity and clarity of communication.
    - Repetition as a unifying principle of composition.
- Document binding.
- Document pagination and imposition.
- Assembling a dummy.
- Copyright issues in use of images in design layouts.
- InDesign.
    - creating multipage documents with repetitive format
    - basic Master Page set-up
        - margins
        - multicolumn grid
        - text boxes and other repetitive elements
        - folios
        - applying other master page elements and auto page #
        - altering document page master page elements
    - creating and applying Style Sheets
    - suppressing print out of document and master page items
    - output cymk and spot color separations

PROCEDURES FOR STRUCTURING DOCUMENT

PHASE 1 — SETUP AND COVER DESIGNS

- Acquire word processed body text files from class folder on file server.
- Research brochure design, layouts, and formats.
- Research possible typeface/size/weight/stance combinations.
- Research images appropriate for cover design.
- Use the thumbnail/sketch process to explore visual solutions.
- Establish format/grid to be used in your design.
- Explore cover designs.
- Present cover designs for review

PHASE 2 — INTERIOR PAGES 4/5 SPREAD

- Explore interior page designs — create page 4/5 spreads , based on your chosen cover design

PHASE 3 — CREATE YOUR DOCUMENT

Setup 8 page InDesign document based on your cover and page 4/5 design.

- Complete page 4/5 spread.
- Create L/R Master Pages (A) from document page spread 4/5. Make sure you have all of the following:

    - ~~Head, subhead, and running head for each page.~~
    - Rules or repetitive graphic elements.
    - ~~Text boxes containing informational elements.~~
    - Folio containing the "brochure title" and an auto page number mark. Set your type specs for the folio.

- Create 1 style sheet and TAG master page text box.

    - head
    - ~~subhead~~
    - ~~body text~~

Create front cover design (if you didn't use a NONE master)

- Select all cover design elements and move onto pasteboard - DO NOT delete them.
- Delete master page elements on page 1 by applying a "blank" page to supercede the Master Page (A).
- Move cover design elements from pasteboard onto page 1.
- Acquire comp quality image(s) - unless alread done so - from stock image web sites for inclusion in your cover (don't purchase high rez version). Save color images as CYMK TIFF files for color seps. If additional greyscale images are used set mode to greyscale, save as a TIFF file.
- Refine type and image elements on cover design.

PHASE 3 — CREATE YOUR DOCUMENT (continued)

Create document pages

• Create document page spreads 6/7 from the L/R Master Pages (A)

• Create the head and subhead of each page by replacing the wording in head/subhead placeholders. 4/5 are all set, so you only need to do this for 6/7. Apply appropriate style sheets - unless already tagged. on master pages.

• Place/input additional text and format as per your design. Apply appropriate style sheets - unless already tagged.

Create rear cover design

• Rear cover is blank. You can either delete all master items, use a blank page or suppress printing of elements on page 8 (rear cover).

Proof document

• Proofread and make adjustments as needed.

PHASE 4 — CREATE A DUMMY

• Create a color dummy of your document — 8 pages including front and back covers. See handout on how to assemble a dummy, and class demo.

PHASE 5 — MECHANICAL ART/SEPS + OTHER PRESENTATION

• Print CYMK separations of cover at 100% **with crop marks + file info.**

• Print spot color Pantone seps of just interior page 5, at 100% **with crop marks + file info.**

• Check separations.

• Assemble process as required.

• Assemble all required files.

• Backup files to flash drive or other media.

CONTENT

FRONT COVER (pg 1)

title: LIVING WELL

subtitle: October Calender of Events   2020

tag lines: Charlotte Hungerford Hospital Health Seminars
Information, education and ideas for living well

art: Color photo

INSIDE FRONT COVER (pg 2) — blank

TITLE PAGE (pg 3)

A series of free health seminars to help you feel better and live well.

1-800-496-9000   www.charlottehungerford.org
Call or visit our website for more information or reserve a seat

tag lines (from front cover) Charlotte Hungerford Hospital Health Seminars
Information, education and ideas for living well

INTERIOR PAGES/SPREADS - all

heads: see copy

subheads: see copy

body txt: see copy

folio: October Calendar of Events+ page numbers
(on left or right or both pages)

PAGE 4 COPY

head: Back care basics

subhead: Back care with real backbone

body txt: In "Back Care Basics" experts will discuss surgical intervention, plus more conservative treatment (which does not have to mean "non-aggressive"). You will learn about:

- new pharmacological therapies for low back pain

- how injection therapy works for low back pain

- various other complementary low back treatments

date: Thursday, October 5

time: 7-9 pm

PAGE 5 COPY

head: Medication review day

subhead: Safer use of multiple medications

body txt: If you're taking multiple medications, and have difficulty keeping them organized, join us at "Medication Review Day." Bring in all your prescriptions and non-prescription medications and Joel Giuditta, RPH at Charlotte Hungerford Hospital will give you personalized guidance on:

- drug interactions and daily schedule needs

- possible side effects from drug combinations

- plus! A personalized prescription chart will be specially designed for you

date: Friday, October 6

time: 10 am-3 pm

PAGE 6 COPY

head: Healthy season's eatings

subhead: Holiday cooking demonstrations

body txt: Holiday eating can be festive as well as healthy. As part of a series of "Holiday Season's Eatings," Registered Dietitian, Dalia Dvoretsky, along with local caterers, will cook up delicious apple recipes for the holidays such as:

- tangy apple cider

- mouth-watering apple strudel

- and luscious apple stuffing

date: Thursday, October 23

time: 7-9 pm

PAGE 7 COPY

head: Heartburn, acid reflux and esophagitis

subhead: Putting out the fire of heartburn

body txt: Over 60 million Americans report a problem at least once a month with heartburn. In this seminar on "Heartburn, Acid Reflux and Esophagitis," medical and nutritional experts will discuss:

- the role of chocolate, peppermint, caffeine, alcohol, aspirin and tobacco on acid reflux.

- how lifestyle modifications can control acid reflux.

- how a physician can help manage GERD (Gastric Esophageal Reflux Disease) with proper tests and medication

date: Tuesday, October 28

time: 7-9 pm

REAR COVER (pg 8) — blank