

FOLDED BROCHURE DESIGN

ASSIGNMENT 3

Spring 2021

DESCRIPTION

Folding, working with multiple surfaces, and information sequence

ASSIGNMENT

Design a multi-panel folded brochure announcing an exhibition of work by a famous artist.

This project will encompass the creation of a visually interesting design layout reflective of the kind of work produced by the artist, and the audience to which it is targeted.

A distinct focus of the project will be well crafted typography as it applies to the communication of specific and complex information, and the sequencing of information.

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

MONDAY 4/5 or shortly after_____

LECTURES SNOTART.ORG

Designing Folded Brochures

Student Work

DEMONSTRATIONS SNOTART.ORG

InDesign—Folded Brochure Setup

PROCESS

This part of the assignment will be completed in **two phases** consisting of:

Phase I — design comps

Based on the overview of this project, design and present **2 different** brochure design concepts as Phase I of this project. This initial design phase is an exploration of design possibilities, to investigate different approaches or directions for the design of the brochure and experiment with folding and sequence.

Try mapping out these designs by folding paper then use **pencil/paper** to "block out" the major compositional elements, headline, etc.

Then in digital, add **new pages** to the InDesign document for each **new** design.

M 4/19 folded
brochure
comps due

W 4/28 folded
brochure
variations
due

M 5/10 project due

**Review the listed
LECTURES and
DEMONSTRATIONS
for each day.**

**Keep an eye on the
due dates for both
the COMPS and
FINAL design as
both are due at
9:00 a.m. on the
due dates.**

Phase 2 — final design

Choose a design from Phase I to carry through to completion as a finished design.

Add **new pages** to the InDesign document for **each variation** of a design.

DESIGN CONSIDERATIONS

- The flow and sequence of information, how the information is unveiled as the brochure is opened.
- How the cover design links visually and structurally to the interior layout
- What kind of grid structure should you incorporate into this publication.
- What kind of folding best reveals the info in the intended sequence, and when unfolded provides for a visually engaging and informative layout.

CONTENT

COVER DESIGN

Title: Your Artist
Subtitle 1: Major Works
Subtitle 2 : Austin Museum of Art
The modern masters series
Art: One full color of artist's work
One greyscale of artist
Additional photos o.k.
Graphics created in Illustrator are optional.
Photo captions: You make up

INSIDE DESIGN

Description: Several paragraphs of body text 200-300 words in length
Artist's quote: Quote by the artist or about the artist w/credit
Location: Austin Museum of Art
823 Congress Avenue
Austin, Texas 78767
Phone number: 542.495.9224
web address: www.amoa.org
Dates/hours: May 1 - May 31, 2020
10am-6pm daily
Admission cost: Members:\$10
Non-members: \$15
Image(s): Image(s) of the artist and work by the artist
Photo captions: You make up

Some information designated as “cover” design, could be moved to the “inside” design and somewhat vice-versa

SPECIFICATIONS

FORMAT

When open the total unfolded surface area is 15"x8" for each side. Establish and apply a page grid so each side has three 5"x8" vertical panels.

DOCUMENT

Page size:	15"x8"	Facing pages:	No
Margins:	open	Columns/Gutter:	3 column/gutters open
Auto text box:	no	Guides:	As needed

There are several way to setup this document, but we will set it up as:

- One single large page for **each side**, using columns and guides to divide into three panels for each side.

Add **new pages** to the InDesign document for each new design and variation of a design.

DESIGN & TECH:

Image: ARTWORK - process color photo (CMYK mode). TIFF file
ARTIST - greyscale photo (GREYSCALE mode). TIFF file
More photos o.k.
Photos are scanned from printed sources, or acquired from the web.
Photos are **embedded**, not linked.

Text & Layout: Text and final layout composed in InDesign (*headline could be .ai or .psd*)
Body text is in series of linked text boxes, conforming to column grid

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.

Use and retain guides.

Follow margins and grid column guides

Create a **new file** for each of the 3 initial compositions.

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

DESIGN & TECH (continued)

Color: Full color design. Use **Pantone + cymk Coated** for non-photographic objects and text.

Bleeds: Bleeds o.k. all sides.

Folds: Two.

MONDAY 4/19 ————— 2 comps DUE 9:00 a.m.

PRESENTATION

One PDF file containing 2 comps of the Folded Brochure Layout—each comp consists of two pages, so there will be 4 pages total.

Make your 2 comps the first 4 pages (as there are two per design) in your InDesign document and create a PDF of just these 4 pages (as you might have more than 2 designs).

- Title the PDF file: ASN3foldedcomps-your initials.pdf

Submit via DROPBOX to Type&Design2 Folder

- Same process as first submission.

View instructor comments — not private, please feel free to review other work submitted and comment on.

View via DROPBOX to Type&Design2 Folder

- Same process as first submission.

WEDNESDAY 4/28 ————— Variation DUE 9:00 a.m.

PRESENTATION

One PDF file containing variation/work in progress (WIP) of the Folded Brochure Layout.

Make your "chosen" design (the one you are doing variations of) are the first two pages in your InDesign document, and create a PDF of just those 2 pages.

- Title the PDF file: ASN3foldedWIP-your initials.pdf

Submit via DROPBOX to Type&Design2 Folder

- Same process as first submission.

View instructor comments — not private, please feel free to review other work submitted and comment on.

View via DROPBOX to DesignProduction Folder

- Same process as first submission.

WEDNESDAY 5/5 ——— confirm tech requirements

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InDesign Review of Relevant Topics

For a REfresh on InDesign techniques see class website for a list of available demonstrations or visit the Adobe website links

MONDAY 4/5 —————final design DUE 9:00 a.m.

PRESENTATION

Create a compressed (ZIP) PROJECT folder and include the following items:

One final InDesign document file containing your **FINAL DESIGN** as the first two pages with all other designs and variations as page sets below.

One PDF file of the **FINAL DESIGN**. Make sure your final design are the first two pages in your InDesign documents and create a PDF of just these pages **without crop marks**.

A folder containing the imported **images/graphics**

- Title the PROJECT folder: ASN3-your last name
- Title the INDESIGN file: ASN3foldedfnl-your initials.indd
- Title the PDF design file: ASN3foldedfnl-your initials.pdf
- Title the IMAGES folder: ASN3foldedimages-your initials

Submit via DROPBOX to Type&Design2 Folder

- Same process as first submission.

View instructor comments — not private, please feel free to review other work submitted and comment on.

View via DROPBOX to Type&Design2 Folder

- Same process as first submission.

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).

TOPICS

- Publication & brochure design
- Sequencing information
- Time/space flow and visual memory
- Visual continuity in design
- Size, format options
- Folding options

PROCEDURES

RESEARCH

- Research information brochures in general.
- Research/find images and find artist's quote.
- Research possible type combinations, and layouts by looking at design sources.
- Identify a theme to represent/communicate the work of the artist.
- Find/write body text copy for layout.
- Establish a design layout grid.
- Use the thumbnail/sketch process to explore composition of text, image, and graphic elements.
- using folded paper **experiment with** how the information will fit and follow sequence. The idea is to work efficiently in exploring design ideas. Don't get hung up on computer technique or details at this point. These ideas should display where the various elements and information will be placed, the grid being adopted, and rough folding sequence.

SETUP AND PREP

- Word process text and spell check.
- Scan or acquire images for inclusion in your layout.

CREATE YOUR DOCUMENT

- Setup page format as specified — with your document grid.
- Import text and scanned images.
- Compose text, image, and graphic elements based on grid and sketches.
- Refine type — use appropriate number of text boxes and typesetting techniques.
- Add **new pages** for new design and each **variation** of a design.

PROOF/REFINEMENT

- Review 2 comps
- Choose one comp to pursue as final design and produce design variations.
- Review design variations with instructor.
- Proof, correct and reprint as necessary.
- Use Type—Show Hidden Characters to check formatting

SAVE

- Save your file to your hard drive.
- Make a backup copy to your Flash drive and to online storage.
- NO EXCUSES for lost files.

FINAL OUTPUT & PRESENTATION

- Assemble files as required.