

**FOLDED BROCHURE DESIGN**

ASSIGNMENT **3**

**DESCRIPTION**

Folding, working with multiple surfaces, and information sequence

**ASSIGNMENT**

Design a multipanel 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.

**PROCESS**

This part of the assignment will be completed in 2 phases consisting of:

**Phase 1** — cover and interior design comps

Based on the overview of this project, design and present at least **3 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. Also determine basic grid structure during phase I.

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

**Phase 2** — cover and interior design, final design and dummy

Choose a design from Phase I to carry through to completion as a finished design proposal. Create a minimum of 3 design variations. Finalize your grid structure in the early parts of this stage and adhere to your grid format.

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

ASSIGNMENT  
 SCHEDULE

|  |   |      |
|--|---|------|
| Introduction                                 | M | 4/3  |
| Lecture-folding<br>InDesign demo             | W | 4/5  |
| work   | M | 4/10 |
| work   | W | 4/12 |
| Comps DUE                                    | M | 4/17 |
| work   | W | 4/19 |
| work   | M | 4/24 |
| Variations DUE<br>Demo - assemble a<br>dummy | W | 4/26 |
| work   | M | 5/1  |
| presentation &<br>specs review               | W | 5/3  |
| DUE-start of class                           | M | 5/8  |

## 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.

EPS graphics created in Illustrator are optional.

*Photo captions:* You make up

### INSIDE

*Description:* Several paragraphs of body text 250-300+ 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, 2017  
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

**Note:** some information designated as "inside", could be moved to the cover design.

NOTES

## SPECIFICATIONS

### FORMAT

Open, but limited to a total unfolded surface area of 16"x10". Printed both sides.  
Establish and apply a page grid.

### DOCUMENT

|                |      |                 |           |
|----------------|------|-----------------|-----------|
| Page size:     | open | Facing pages:   | No        |
| Margins:       | open | Columns/Gutter: | open      |
| Auto text box: | no   | Guides:         | As needed |

You can setup your document in two ways:

- As a single large page for each side, using guides to divide into pages.
- As an individual page for each surface of each side. Set these up as single sided and place side-by-side in sets of front and back.

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

Be sure to size each surface (page) to allow for folding.

### DESIGN & TECH:

**Image:** Single process color photo (artwork)  
One greyscale photo (artist)  
More photos o.k.  
Photos are scanned from printed sources, or acquired from the web as:  
CYMK mode, TIFF file for color image  
GREYSCALE mode, TIFF file for greyscale image  
Photos are embedded

**Text & Layout:** All text composed in InDesign (*headline could be created in other app.*)  
Body text is in series of linked text boxes, conforming to column grid  
**Set and apply a baseline grid for body text.**

Use as few text boxes as possible, but as many as you need. Within a text box, format your typography using:

- Alignment for left, right, and center justification.
- Proper line breaks to control how a line breaks with a paragraph.
- Proper paragraph returns (return) 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/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.
- Use kerning to adjust awkward headline letter pair space as needed.

*DESIGN & TECH (continued)*

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.

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

*Bleeds:* Bleeds o.k. all sides.

*Folds:* Two+ allowed.

*Die cuts:* O.K.

NOTES

## PRESENTATION

**Paper** — Place the following in the ORANGE FOLDER provided:

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

**Final** Laser or inkjet prints (3 sets) of the final composition at 100% scale  
Centered **with** crop marks on 11"x17" paper  
One set stapled. Organized on **right** side of folder.  
  
One set glued **back to back**, and folded as a **dummy** of your design. Organized on **right** side of folder.  
  
One set **mounted** - front and back on **same side** of an appropriate size board.

### 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 (**page 1 only**), **WITH** crop marks
- A folder containing a copy of imported image used in your design

- Title the PROJECT folder: ASN3-your last name
- Title the INDESIGN files: ASN3-your initials.indd  
ASN3fnl-your initials.indd
- Title the PDF file: ASN3-your initials.pdf
- Title the IMAGES folder: IMAGES-your initials

Place your project folder in the **ASSIGNMENT 3** folder, in the **KLEMA-TypeDesign2** class folder on the **GraphicsServer**.

NOTES

## 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

NOTES

## 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.
- **Experiment with various kinds of folding options** and how the information will fit and follow sequence. The folded comps can be in color or b&w, they can be cut and paste, combination of computer and hand rendered type, marker images or photocopies. The idea is to work efficiently in exploring design ideas. Don't get hung up on computer technique or details at this point.

These comps 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. See specifications for image file format and mode.

### 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 3 comps with instructor — inkjet/laser prints.
- Choose one comp to pursue as final design and produce a minimum of 3 design variations.
- Review design variations with instructor — inkjet/laser prints.
- Proof, correct and reprint as necessary.
- Use Type—Show Hidden Characters to check formatting

### SAVE

- Save your artwork to your hard drive and filespace (server).
- Make a backup copy to your Flash drive or other media.
- NO EXCUSES for lost files.

### FINAL OUTPUT & PRESENTATION

- Assemble final prints as required.
- Assemble process as required.
- Assemble files as required.