

FOLDED BROCHURE DESIGN

ASSIGNMENT 3

Spring 2020

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 two 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.

Rather than using the software try creating these designs by folding paper then use **pencil/paper** to "block out" the major compositional elements, headline, etc.

If digital, 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. These designs should be software based.

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

ASSIGNMENT
 SCHEDULE

Introduction	W	4/1
DONE		
Lecture-folding	M	4/6
InDesign demo		
DONE		
work	W	4/8
work	M	4/13
Comps DUE	W	4/15
work	M	4/20
work	W	4/22
Variations DUE	M	4/27
Demo -- assemble a dummy		
work	W	4/29
presentation & specs review	M	5/4
DUE-start of class	W	5/6

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, 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

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

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 page** or **page sets** to the InDesign document for each new design and variation of a design.

DESIGN & TECH:

Image: ARTWORK - process color photo (CYMK 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
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 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/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

DESIGN & TECH (continued)

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 with appropriate space around the designs.

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
- A folder containing 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

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/C7vrJR8s0EvQqYm7eeVI>

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).

NOTES

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.
- **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.

NOTES