

MULTIPAGE BROCHURE DESIGN

ASSIGNMENT

3

Spring 2021

**DESCRIPTION**

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

**ASSIGNMENT**

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.

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

Text file is provided in the 8PageBrochure folder via the DropBox link below.

<https://www.dropbox.com/sh/q49b3ddf25fdxf7/AABTUD0psyhmaFJZEz-DITVga?dl=0>

**WEDNESDAY 3/24 or shortly after**\_\_\_\_\_

**LECTURES** SNOTART.ORG

**Publication Design**

**Designing 8 Page Brochure**

**Stock Photography**

**Student Work**

**DEMONSTRATIONS** SNOTART.ORG

**InDesign—8 Page Brochure Setup**

**PROCESS**

This is a **three phase** project. See page 7 for more detailed procedures.

**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.

**M 4/5 3 cover comps due**

**W 4/14 interior comp due**

**W 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** Following the review, produce layout for the interior spreads  
**2/3 spread (page 3 is the "title page")**  
**4/5 spread**  
**6/7 spread**

and  
**8 single page back cover**

**PHASE 3** Finalize your 8 page design and create and apply **Style Sheets** as designated.

## 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&l, I/C, caps) can contribute to achieving your design goals — emphasis and visual hierarchy
- Typeface 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 8 - 10

## SPECIFICATIONS

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

### DOCUMENT

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

**Save all comps and revisions as you work.**

**Keep a digital history of your work — If you want to change an item or layout, make a duplicate of the layout, (copy & paste or duplicate spread from Pages Palette) and make the changes to the duplicate so you always have the original as reference.**

Once a cover design is chosen, **duplicate the file**, delete unused pages and design interior spreads 2/3 4/5 6/7, and page 8 (back cover which can be blank if you like)

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

#### DESIGN & TECH:

**Images:** **Cover image** is 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** (optional) are “stock photos” — 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** Cover: **Pantone+CYMK Coated** for spot color items/objects.

**Color:** Inside: Two **Pantone spot** colors using **Pantone Solid Coated**. Black is considered a color.

#### Style

**Sheets:** Use 2 Style Sheet to apply text formatting to your document. One for:  
1. head  
2. subhead

**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.

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

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

**MONDAY 4/5 ————— 3 cover comps DUE 9:00 a.m.**

## PRESENTATION

**One** PDF file containing 3 comps of the **Cover design**—each comp is separate page.

Make your 3 cover design comps the first 3 pages in your InDesign document and create a PDF of just these 3 pages (as you might have more than 3 designs).

- Title the PDF file: ASN3covercomps-your initials.pdf

## Submit via DROPBOX to DesignProduction 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 4/14 —————Interior Comps DUE 9:00 a.m.

### PRESENTATION

**One** PDF file containing design(s) of revised cover, and all interior spreads 2/3 4/5 6/7 and page 8-the rear cover of the brochure.

Make your "chosen" design are pages 1-8 in your InDesign document, and create a PDF of just these pages.

- Title the PDF file: ASN3interiorcomps-your initials.pdf

### Submit via DROPBOX to DesignProduction 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.

## MONDAY 4/26 ————— confirm style sheets, and all tech requirements

LECTURES SNOTART.ORG

### Brochure Pagination

### Paper Basics

### 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 5/10 —————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 just your **FINAL DESIGN** as pages 1-8.

**One** PDF file of the **FINAL DESIGN**—pages 1-8 **with crop marks and file info.**

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

- Title the PROJECT folder: ASN3-your last name
- Title the INDESIGN file: ASN3brochurefnl-your initials.indd
- Title the PDF design file: ASN3brochurefnl-your initials.pdf
- Title the IMAGES folder: ASN3brochureimages-your initials

## **Submit via DROPBOX to DesignProduction 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.

## **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 — 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 SPREADS and REAR COVER**

- Explore interior page designs based on your chosen cover design
- Acquire comp quality image(s) - unless already 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.
- Rear cover can be blank or have design elements.

### **PHASE 3 — STYLE SHEETS**

- Create 2 style sheets and TAG.
  - head
  - subhead
- Proofread and make adjustments as needed.

## **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

### **2/3 SPREAD**

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](http://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)



## **4/5 SPREAD**

### **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

## **6/7 SPREAD**

### 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 Dvoretzky, 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