

ISPSC BROCHURE

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Chapter I

INTRODUCTION

Project Context

"Just as water needs the wind to create waves of change so does every individual need a helping hand to achieve the impossible" (Zen Proverb, PD Veer-2012) and education is that helping hand which can guide the individuals as well as the nations to the path of progress and success in this rapidly changing world. The Ilocos Sur Polytechnic State College is a public college in the Philippines. It is mandated to provide professional and technical training both in the undergraduate and the graduate levels in the fields of economics, agriculture, fishery, trade, home industry, engineering, education, forest research and conservation, management, finance, accounting and business administration, public administration and other fields.

In relation with the study, a school brochure is very essential. The school brochure issue regarding improvement of the quality of education has presented a wide range of relevant arguments, both in support of and against its application. It is basically a certificate that is issued by a government to parents and guardians of students as tuition in private schools. The school brochure was introduced in a bid to reimburse expenses of private schooling, rather than assigned state schooling. It is more or less an education tax credit. Non- brochure



education systems compel guardians who take their children to private schools to double taxation, since they still contribute to public schools funding.

A brochure was first introduced with the aim of improving the quality of both the elementary and secondary school education with regards to Milton Friedman's proposition in the 1950s. Parents and guardians seek to provide high quality education for their children have contributed greatly to renewed interests in school brochures. ISPSC brochure proposal seeks to help parents in choosing where to enrol their children whether in private or public schools. Arguments in support of the school brochure programs claim that through this program, households are able to encourage compete between educational institutions that would go along the way in enhancing the quality of education that is being offered among the competing schools. Ilocos Sur Polytechnic State College has been identified as the Provincial Institute of Agriculture and had its early beginnings as a farm school in the year 1913 until it was converted into ISPSC in the year 1995 up to present. Innovation continues as ISPSC soars high. In addition, the proponents distributed five brochures to the instructors and they will be choosing one of the best brochures and they will be converting it to 3'D for the commercial of the school or this will be projects as a digital way.

At present, Ilocos Sur Polytechnic State College has no specific information, education and communication (IEC) materialism advertising



the four folds function of the college, and the proposed ISPSC brochure will be a great help in promoting the strength and good practices of the college.

Purpose and Description

School Administrators This would help them promote the different courses or activities offered by the college, as well as its strengths and good practices.

Students This will persuade every student's interest towards their dreams. The output of this study would be of significance to the students, upon reading the said study it will help and guide them in choosing the right course offered by the college.

Parents/Guardians The output of this study will ultimately benefit them it will give them more ideas on how students are being nurtured inside the institution.

The Researchers and Future Researchers The researchers explore into a deeper knowledge and develop their web graphic and animation skills. Furthermore, the result of this study will ignite the interest of the future researchers to dig deeper in the field that they may add more features of the said research.



Statement of Objectives

The aim of the study is to design and publish a brochure for Ilocos Sur Polytechnic State College.

Specifically, it aims to achieve the following:

1. To gather necessary information needed in the development of a digital type of brochure.
2. To design and print a brochure of ISPSC.
3. To determine the level of validity.

Scope and Limitation

The proponents used editing software called Adobe Photoshop CS5. Adobe Photoshop is the predominant photo editing and manipulation software on the market. Its uses range from full featured editing of large batches of photos to creating intricate digital paintings and drawings that mimic those done by hand. The proponents used a 8 tools which are rectangular tool, elliptical marque tool, quick selection tool, custom shape tool, horizontal type tool, eraser tool, blur tool and gradient tool. These are the eight (8) tools that the proponent used in creating the brochure.



Chapter II

REVIEW OF LITERATURE

A brochure is used as invitations are quite common nowadays. You can use it whether for business events or a personal party. One of the benefits of using brochure invitations is that they are perfect for easy viewing. You can see details laid out in a single sheet, whereas traditional invitations are often divided into pages. Invitations done in a brochure format also allows you to put more information and even images in your materials. Furthermore, traditional invitations have a higher chance of recipients losing a page or two.

Brochure invitations often use 2-3 panel clean folding styles like bi-fold or tri-fold. But any type of fold is applicable for this material, so it really depends on how creative and innovative you want to be. They are available for printing in any standard brochure sizes like 8.5" x 5.5" & 8.5" x 11". (Wiley, 2011, p. 22)

Brochure design is a stronger tool for marketing as it interacts directly with the customer; it makes the communication between an organization and its target audience effective and efficient as compare to other marketing tools such as billboards and electronic or print advertisements. A brochure design is a detailed version of the product's promotion.



On the whole, brochures can represent an organization in an extensive manner while advertisements or bill boards provide little opportunity for it. Brochures also have the opportunity to interact with their target audience for a longer time provided they are able to grab their attention. In order to grab the attention of the target customers, the brochure design should have an enticing look. (Meske, 2011)

Generally, school brochure are put in place to offset the cost incurred by families who choose to enrol their children to private schools that best fit their needs in a bid to improve their performance and quality of education (Altidor, 2013, p.15).

Brochures form an integral part of the traditional printed marketing collateral, despite the growing popularity of online marketing initiatives. A well-designed brochure is very much a collectible item, not only for its captivating visual effects, but for the loads of product-specific information featured in it. (Walsall, 2014)

A brochure is a booklet or a pamphlet giving information of, and advertising, something. A brochure of theatre programs is a booklet giving details of schedules of plays, the actors, and the others involved in the performances. A tourism brochure is a thin book of a few pages with pictures, giving information about the tour programs organized by the travel company. (univsource.com, n.d.)

Although now associated particularly with holidays, brochure is a French word meaning 'stitching' or 'stitched work'. The connection is that



the first brochures were little booklets that were roughly stitched together rather than properly bound. The root, Latin *brocchus* or *broccus* 'projecting [tooth] something that pierces', connects brochure with broach (Middle English) 'to pierce a cask' and brooch (Middle English). This was originally a variant of broach and meant a skewer (as in *brochette* (Late Middle English)) and then an ornamental pin. Broccoli (late 17th century) is from the same source, which became *brocco* 'sprout, shoot, projecting tooth' in Italian, and then broccoli 'little sprouts'. (Oxford University, 2016).

A company brochure is a print publication used to highlight a company's benefits, products and services for customers. A brochure typically has one, two or three folds and is distinct from a flier, direct mail letter or catalogue. While large businesses use brochures, they are especially valuable as an affordable advertising tool for small companies, (Kokemuller, n.d.)

Literature holders, also commonly referred to as brochure racks, are popular for use in retail stores, restaurants, banks, schools and churches. Brochure holders are also popular in any business with a reception area such as doctor's offices, hotel lobbies, office reception desks and post offices. Our weather-resistant outdoor brochure holders are the perfect choice for real estate agencies, gas stations and tourist attractions. No matter what the setting, Braeside Displays has brochure holders that meet your requirements. (braesidedisplays.com, n. d.)



Literature displays are essential for growing companies because they help distribute pamphlets and flyers effectively. The tri-fold brochure holders for sale are designed in countertop and wall mount designs. Some of these single pocket leaflet racks are dual purpose units that work both ways. The brochure holders, sometimes referred to as acrylic literature displays, provide a practical solution for organizing publications in offices, retail stores, and visitor's centres at tourist destinations. Pamphlets, leaflets, and flyers are often printed up with vibrant graphics describing product and service details that entice potential clients. The literature and leaflet displays feature a "take-one" design that passively advertises the most important details about promotions and product offerings. Organizations and businesses alike can maintain orderly service counters and front desks because their promotional messages will be neatly placed in the pocket. Why have literature scattered on a table or counter when you could easily raise it up to consumer eye level? Both vertical and angled pamphlet holders are available, so you can choose the type that will successfully target your clients. The countertop flyer displays are portable, so they can be moved from one advertising location to the next with ease. The wall mounted pockets are more suitable for permanent use, which is why retail stores and business offices frequently choose them. (Patton Associates Inc., 2016)



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