

PR 488 ASSIGNMENT 3: BROCHURE AND DIGITAL ADS

You've created a visual identity for your company, and now it's time to get the word out about your company. You will create a short brochure (double-fold or tri-fold) giving people a brief overview of your company. In addition to that, you will create a graphic for a Facebook post, Twitter post, and Instagram post, and also create two standard-sized digital ads. Digital version of the assignment is due Wednesday, October 23, by 9 a.m. via Dropbox. Only your brochure needs to be printed, and it will be turned in during class. You will present your brochure and ads and explain why you designed what you did and what the idea behind your ad campaign was.

WHAT YOU'LL TURN IN:

- A physical version of your brochure, folded properly.
- A digital version of your brochure, packaged properly. (Can be done in InDesign, Illustrator, or Photoshop, or any combo of those.)
- Digital versions of your advertisements:
 - Facebook image
 - Twitter image
 - Instagram image
 - Medium rectangle ad (300 x 250)
 - Leaderboard ad (728 x 90)
- A Word doc or Google doc explaining the thinking behind your brochure and ads, why you made the design choices you did, the look and feel you were going for, and what you wanted to accomplish

visually. What concept was behind your advertising? This can basically be a written version of what you plan to say in your oral presentation. 1-2 paragraphs will suffice.

BROCHURE SPECS:

- Your brochure should be designed on 8.5 x 11-inch paper (standard letter size) in landscape mode. It should be double-sided.
- You have two fold choices for your brochure:
 - Double-fold, which is 8.5 x 11 inch paper folded in half landscape-wise (so you wind up with four panels that are 5.5 x 8.5 inches (sometimes called half-letter).
 - Tri-fold, which is 8.5 x 11 inch paper folded into thirds landscape-wise (you will wind up with six panels with one of them being shorter than the other two). You may choose a gate fold (folded inward onto itself) or an accordion fold.
- Write real copy for your brochure. No filler copy, Lorem Ipsum, etc. Make your copy as real as possible. You can make up things like menu items (if you're a restaurant) or price tables (if you're charging for services or are listing products), but otherwise, the copy should feel like copy you'd really read in a brochure about your business.
- You may use stock images and icons if you choose, but no "Photo goes here" rectangles or blank rectangles for placeholders.
- You must turn in a native file type for your brochure. If you did this in Photoshop, turn in two separate PSD files (front and back) or a single PSD with labeled layers. If you did this in Illustrator, turn in two AI files or one AI file with two artboards. Keep all your guides in the file and rasterize your type (Photoshop) or convert your type to outlines (Illustrator). If you did this in InDesign, you can have both pages in the same document.

SOCIAL MEDIA GRAPHIC / DIGITAL AD SPECS:

These are the specific specs for your social media graphics and your digital ads. Please follow these carefully and label them as appropriate.

- **Facebook image:** The image should be 1200 x 630 pixels.
- **Twitter image:** The image should be 880 x 440 pixels.
- **Instagram image:** The image should be 1080 x 1080 pixels.
- **Medium rectangular ad:** The image should be 300 x 250 pixels.
- **Leaderboard ad:** The image should be 728 x 90 pixels.

You should turn in native files for all five of these images. You can use the same content of the ad in these formats, but do resize elements and fix your layout as necessary to fit your content into these different sizes and orientations.

UPLOADING INFORMATION:

- You will turn in your files via Dropbox upload.
- Before you upload, clearly label your folder and make sure your name is on it before you zip it.
- Go to the Dropbox link and click "Choose from computer." You will upload the zip file. (This link only allows individual files to be uploaded, not an entire folder, which is why you need to zip the folder first.)
- Dropbox folder closes at 9 a.m. on the nose on October 23rd. No late uploads will be allowed.