

## Project 2 ~ Brochure

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# Project Description

### Objective:

Learn how to expand an identity system into cogent and impactful marketing materials that coincide with the established visual identity.

### Overview:

As an extension of the identity you created in Project 1, design a brochure that profiles and highlights the services and features of your company. Write or find copy from similar companies. You may create your own images or borrow images from other like companies. The design of this brochure should not only coincide with the look of your identity, but also reflect the tone and nature of your company or product.

### Requirements:

- 8-page or similar length brochure
- Size and shape is up to you
- Must contain text and images
- Text should include:
  - overview of company (100 words)
  - services/products (100 words)
  - what makes your company, product or service special (100 words)
  - CTA (call to action) – what action should the reader take and how do they contact you
- Use color as you see fit
- Brochure must be assembled to look professional - craftsmanship matters!

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### Step 1:

- Find at least 3 company competitors. Look at their website and other published material you can find. It's important to study what others in your industry are showing for inspiration and to avoid creating similar look
- Using only pencil on paper, create a minimum of 9 thumbnail concept sketches of the cover, and a minimum of 3 thumbnail concept sketches of a 2-page interior spread
- Thumbnails should be widely varied concepts
- Your design direction should align with the project creative brief

### Step 2:

- Select a preferred concept for further development. The editing process is part of your creative development. Sometimes it's easier to begin eliminating weaker concepts to narrow the field for selection of the stronger ones. Once you have selected your best concept, use only pencil (can be color pencil or marker) on paper and further develop and refine your sketch. Expand and hone the idea into a viable and detailed sketch suitable for digital execution.

### Step 3:

- Take inventory of your text and images to fulfill your design approach.

### Step 4:

- Using InDesign, begin assembling your brochure design based on your refined sketch. Consider how and where your text, images and other design elements will appear throughout the brochure. Think beyond the obvious and conventional approaches you have seen hundreds of times. This is your company. Set it apart from competitors and make it special, unique and most of all compelling. It should command attention!

### Step 5:

- When your design is complete, assemble and construct the brochure into a portfolio quality example of your work.

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### Grading Rubric

Category	<b>Excellent</b> Student has completed work that is well beyond the expected results	<b>Commendable</b> Student has completed above average work	<b>Acceptable</b> Student has completed the basic project requirements	<b>Not Acceptable</b> Student did not meet the basic project requirements
<b>Step 1</b> <b>Research and Sketching</b> Through review of competitors and comprehensive concept sketches	<b>3</b> points	<b>2.6</b> points	<b>2.3</b> points	<b>1.5</b> points
<b>Step 2</b> <b>Refined Sketches</b> Editing your initial sketches and quality and detail of your refined sketch	<b>3</b> points	<b>2.6</b> points	<b>2.3</b> points	<b>1.5</b> points
<b>Step 3</b> <b>Inventory</b> Quality and appropriateness of your text and images	<b>3</b> points	<b>2.6</b> points	<b>2.3</b> points	<b>1.5</b> points
<b>Step 4</b> <b>Finished Design</b> Quality and uniqueness of design and synergy with company identity	<b>3</b> points	<b>2.6</b> points	<b>2.3</b> points	<b>1.5</b> points
<b>Step 5</b> <b>Final Brochure</b> Quality and craftsmanship of constructed brochure	<b>3</b> points	<b>2.6</b> points	<b>2.3</b> points	<b>1.5</b> points