Kimberly Chew Chie Min

Mr. Ziwei Zhou

ENL 150FD

18th April 2019

*Analysis Paper*

First of all, I decided to write Memorial Union in a brochure form as Memorial Union itself is a building which uphold a whole variety of information harbored behind for all the perspective students to explore and to discover. With that being said, I personally think that a brochure would be a better choice for a large amount of text-based information to be presented in a visual format.

Regarding the color choice of the brochure, I used both primary and secondary colors that represent ISU – gold and cardinal, in both sides of the pages to not only bring a familiarisation to the viewer, but also to establish visual hierarchy throughout the design. Legible fonts are used instead of specially-designed ones as to provide a formal image. On the front cover, the name of Iowa State University along with Memorial Union is used in hopes to provide the viewer an idea of this building. I tend to keep the front cover short and simple by not adding any other information but only the name of the institution and building respectively. I have also provided the contact information of the building to make sure the readers to stay connected. As social media has been ingrained into our society now, I figured that hashtag is a lot more helpful compared to of providing the website to allow the generations to keep track of it, hence those were put on.

On the inner side of the brochure, I have provided the values of Memorial Union in hopes to allow the viewer to engage well of what the building is mainly about. As the backbone of this brochure, I have utilize the principle of positive space by providing the history of building to draw the attention of the readers. Besides, I have also break a few information into a smaller “chunks” to make it easier for readers to process and remember. I included a few upcoming events in one of the pages as it might catch the interest of the readers to participate those events that will be happening at that month. Contrast such as typefaces and bold words are utilized in order to emphasize the event, as people tend to ignore it when all the messages are being clustered together. Focused and clear images related to the events are also included so that the brochure is not only too dull to look at, but also leave a great impression to the viewer.

Although there are a lot of negative spaces being used in the brochure, I however find that it may confuse the viewer if too much information is provided. I figured that a brochure should have a simple design and a brief overall content as people who are interested will definitely look up online for more information.