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Analysis Paper

First of all, I decided to write about Live Green Initiatives in a brochure form as Live Green Initiatives holds a whole variety of information for student to explore. By using brochure form, I will be able to hold a larger amount of information to be presented in a visual format.

Regarding the color choice, I have gone for green, gold and cardinal for my brochure. I chose green as the color theme for first and second page because it reflects what the organization does which is to live green. Moreover, I chose gold and cardinal for the third, fourth, and fifth page of the brochure as the color represent Iowa State University. For the first page, I only put the logo of Live Green Initiatives and Iowa State University because I prefer a clean and simple cover. And for the back cover, I have decided to put ways to connect to the organization and social media is one of those. Also, I have slotted in QR Code which directs readers to the official organization website.

On the inner side of the brochure, I breakdown the information to point forms as it is easier for readers to process and remember. For the first part, I have decided to put past events of the organization as this may catch the interest of the readers to participate in the future upcoming events organized by the organization. I included ten ways to live green as it provides the simple information I think reader should know. Focused and clear images related to the organization are also included to not only make it less dull, but also leave a great impression to the reader. Contrast such as typefaces and bold words are used in order to emphasize the main point as people tend to read the bold or capped words first.

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.