

**P03**

04 MARCH

# **BROCHURE FOR 2019 DESIGN CONFERENCE**



## project overview

For this project, you will develop a brochure for any upcoming conference in 2019. You will find the necessary copy text that will be broken down and laid out into a composition that delivers the information in an easy to digest manner.

The choice of the conference is up to you but it must fulfill the following criteria:

- has not yet taken place as of march 2019
- be a design conference anywhere in the world
- have information about the conference itself
  - history of the conference and general information about the organization behind the conference
  - code of conduct for the organization putting on the conference
  - contact details for the conference or organization
- have a detailed schedule that must be worked into the folds/composition
  - for this section, I am looking for you to expand on what you delivered in the poster project
- have information about three or more speakers and include:
  - a bio, company/position, url and photo
- have information about the hotel for the conference

The most important aspect of this project that should be learned is to design for your content. Meaning, look at everything you have to work with from text and images. Understand what is important first, then devise a plan of breaking the information out across the composition. Do not create a design that ignores your content then use as a template and force your content into. Allow your text and information to determine the direction of the composition.

Break down the brochure folds to highlight and deliver the text in a unique but orderly way. If the brochure is a tri fold for example, how does the interior panel play with the inside of the first fold when opened? Then how does each of the other two work with that interior panel when opened? Multiple methods of folding should be explored.

Pay attention to where the text falls and keep the smaller readable type away from folds. Create a uniform margin that not only accounts for shifting but also balances the layout.

## project requirements

- final trim size will be depend on you  
printed on 12.5 x 19 double sided
- images must be 300 dpi
- no more than three typefaces
- copy text must be 11 points  
and no less than 120% leading
- must include sponsor logos
- must include a die cut in your design
- will be using indesign to build the layout of  
the brochure with photoshop and illustrator  
feeding elements into the layout
- upload to google drive in the correct folder  
named as: **lastname-p03-final.pdf**  
[ the file must have bleeds and marks ]

## gained knowledge

### Design for the content.

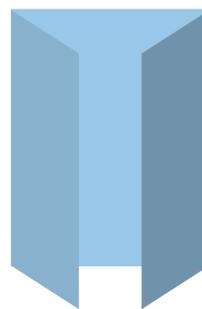
At the conclusion of this project, you will have continued to build on breaking down information to be consumed through a hierarchy. Not only will type treatment [size, weight and contrast] play a role but how the folding can help break down this information to a viewer as well. You will have strengthened your understanding of the importance of hierarchy and how a person will read through the details of the composition. You will have also explored multiple methods of folding and how crucial this is to the success of a brochure.



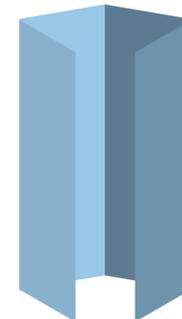
half fold



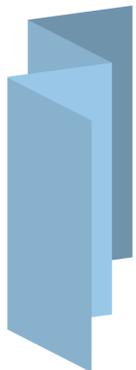
tri fold



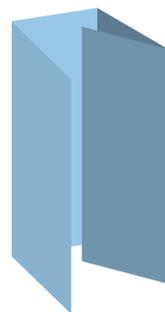
gate fold



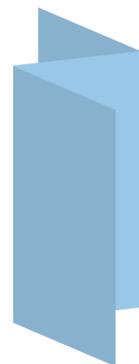
double gate fold



accordion fold



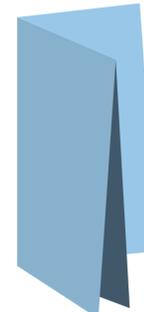
roll fold



z fold



double parallel fold



french fold

## grading criteria



the uniqueness and aesthetic appeal of the overall brochure design including creativeness of the folding technique and die cut execution



break down and delivery of the information and hierarchy of the schedule - designing for your content



craftsmanship and presentation



following the project specs, bleeds & styles



participation & research/process of the project you will submit your sketchbook at the end

## schedule for project 03

- 04 03** **Project Three Start** | Introduction of the project and introduction to indesign.
- create a mood board for this project - direction - images - color scheme - typefaces
  - gather all of the information that is required for the brochure
  - look at the copy text you have then brainstorm ideas about the folding of the brochure  
**begin playing around with different folding techniques**
  - grab a piece of tabloid size paper, fold, refold, and sketch out preliminary thoughts  
**start writing on the paper for general location of text and information**
  - once an idea has developed, lay flat your paper and measure the panels - create the document
- 07 03** **Class 02 of 06** | Start designing on the computer **after your text is approved in indesign.**
- break down the information that is required
  - once all the text has been placed into your indesign file, set all the type to 11 points
  - then isolate the headers and sub-headers, increase these to 21/25 and 17 points
- 11 03** **No Class** | **Spring Break**
- 14 03** **No Class** | **Spring Break**
- 18 03** **Class 03 of 06** | Start laying out your thoughts and developing the brochure.
- each section is important to one another while breaking down the details for a person to easily read the information
  - how can color and images play into the layout?
- 21 03** **Class 04 of 06** | Continue designing on the computer.
- fine tune your copy text and overall layout - pay attention to column widths for paragraph text
  - be sure readable text does not cross into a fold
  - pay attention to how each panel works with others
- 25 03** **Class 05 of 06** | Continue designing on the computer & test print.
- test print the brochure start of class and see how the folds play into the overall look of the brochure
- 28 03** **Class 06 of 06** | Class crit.
- class crit start of class with printed, folded and trimmed designs - **please print two copies**
- 01 04** **Projects Are Due** - Uploaded to the google drive and prints handed in.
- upload your document to the google drive as a pdf
  - print, trim and fold your brochures