

PUBLIC RELATIONS PUBLICATIONS · PRCA 3339 · SPRING 2008

BROCHURE ASSIGNMENT

The final product should be submitted at a quality level which would be ready to hand to a publisher/printing company for reproduction for public distribution.

You should discuss the specific needs for the brochure with someone involved with the agency/organization/program/service for which you are designing an actual newsletter. You will need to obtain information about your target audience, size of the mailing/distribution, and the established budget for this project. Formatting and design for the brochure must be original (in other words, do not use an InDesign template to produce your brochure).

With your brochure, submit a typed report which includes:

- Description of brochure purpose, goals, audiences, etc.
- Description of the design principles you have applied (contrast, repetition, alignment and proximity)
- Description of process & production techniques used
- Budget: an itemized summary of costs for reproduction of multiple copies and cost per copy
- Publication schedule (deadlines for producing a brochure)
- Distribution method
- Anticipated shelf-life of brochure
- Description of specific paper & folds chosen
- *Describe any specific skills or knowledge you acquired through the process of designing and developing your brochure*

BROCHURE REQUIREMENTS

- Six panels
- Color (either spot or process)
- Client's logo
- Headlines, photos and captions must be "real"; text in the body of stories will be greeked.
- Headlines
- Subheads
- Three photos (at least one taken by you)
- Appropriate use of white space

OPTIONAL ELEMENTS

- Mailing panel
- Clipart

TURN IN

- InDesign file (via Vista)
- PDF file (via Vista)
- Written report (via Vista)
- Color printed copy of brochure only - in class