BROCHURE DESIGN and DEVELOPMENT PROCESS:
Note: This is a summary of the entire process -- from start to finish -- rather than a description of specific assignment elements. However, some instructions for project Phases II & III are given.

- Base team should select (and focus) a specific topic, context and purpose for the brochure (remember that it should fit within the information system context selected and researched by your entire base team for this project), being sure to justify why the topic is important, especially for a specific target audience and within your selected context. Decide how this brochure will be used as part of the larger communications program (VISITOR INFORMATION SYSTEM -- VIS) used by your represented organization or agency.

(If 4 people are in your team, pairs will develop plans that integrate with each other. In this case, each pair may work on the same information "niche" for the brochure [but they should be designed and written independently and for different target audiences], or the two pairs may select different brochure "niches" within the larger project visitor information system. Be sure to clearly identify which option is selected.)

- Identify and describe characteristics of your targeted audience (see support materials and previous talk assignment for details). Discuss implications of your audience’s characteristics on WHAT and HOW you present information, both in the brochure and your electronic piece. Be sure to RESEARCH this in some way, not just guess. Also, your sources should be more than just "personal knowledge and experience." While personal knowledge and experience are legitimate in some cases, they should not be used as the only source. Remember, you still will be expected to clearly describe your audience.

- Write behavioral (and educational and/or emotional) objectives specifically for the brochure (CONSIDER: How should it be used? When will users receive it? What questions should it answer? What do you hope to achieve with your brochure? How does it relate to other forms of communication in the organization’s information system?)

- Research your brochure topic (collect or develop any information you want to include, based on strategies such as interviews, observation, personal visits, books, journals; keep records of sources). Start early -- interviews may be difficult to schedule AND it takes time to wait for information to arrive via mail.

- Organize or outline your sub-topics as you want to present the information.

- Develop a design concept for your brochure. Decide how you will "grab" your readers' attention (they’ll never read the brochure unless you first get their attention). Use a combination of verbal and visual "grabbers." You MUST incorporate special design elements into your brochure to receive full credit (in other words, don’t just put information and pictures wherever they will fit or as they "pop into your head").

- Write your text ("copy"), headings and sub-headings. Headings/subheadings should be interesting and should follow a consistent style (e.g., related imagery, use of questions, action phrases, repeated partial phrase) You should write the text using your own writing, NOT by copying text from other sources (though you may use other sources for information that is incorporated into your text).

- Select appropriate graphics, color(s), type face, etc. to illustrate text and convey the appropriate tone.

- Rework your design and edit your text so that it will fit available space, so that information is easily readable and "findable," and so that space is not crowded (remember that white space is pleasing to the eye and helps to frame or set off your messages). There should not be TOO MUCH left-over white space, either. You may want to block or box certain text blocks to highlight them, or differentiate them from basic information.

- Determine the space needed for your text based on computer layout (camera ready). You will have the opportunity to spend one class period working in a Macintosh computer lab to learn how to format and work with design layout (Word and Page Maker). Adjust font size or leading space, or actually edit text to make text better fit within space available and with your design.
PHASE II-B: Though the planning document will not be re-graded at this time, revise and clarify it so that it gives you guidance for development of your text (content, tone and presentation style). Write a draft of your text blocks, including headings and subheadings (which will serve as grabbers and verbal links). Text should reflect all elements described in your planning document. Include any captions you may use with photos or other graphics.

PHASE III-B: Revise and clarify your planning document for the overall project, including elements 1-9 (listed for Phase I except that the outlines do not need to be revised). (All parts should be more comprehensively and clearly developed than for Phase I.)

Then add the following components specifically for the brochure:

10. **Paper and Ink Specs:** Indicate the actual colors of paper and ink (Pantone / PMS numbers) you will use as well as describe the color (e.g., aqua, light blue, forest green, bright pink). Also indicate the paper company, and the type and weight of paper you will use (use file of paper samples provided for the course OR check with a printer for other types available). Provide a small sample of the paper you choose. JUSTIFY your selections.

**NOTE:** If you decide to go to full production, keep your planning the same even if you can’t actually produce the brochure on the type and size of paper you planned.

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NOTE: Refer to the Justification Worksheet. Responses to all these questions should be incorporated into your planning document somewhere, especially as part of your “justifications.” If you are concerned that you might have left out some of this information in your planning document, you probably should consider responding to each of the questions on the worksheet and turning that in with your final project.
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11. **Instructions to Printer:**
Write a description of the fonts used, to include:
- point size (72 points/inch) of type (specify when font sizes are different for headings, subheadings, text, captions, etc.)
- name of typeface (Times, Helvetica, Chicago, Times, Techno, etc.)
- weight of typeface (light, medium, bold)
- style of typeface (condensed, regular, expanded, italicized)
- color of ink used for text blocks, captions and titles/subtitles, graphics

**NOTE:** When you type your camera-ready copy, be sure to use the fonts you’ve specified. Different fonts require a different amount of space, and affect layout.

**NOTE:** Perhaps one of the easiest ways to explain fonts to the printer is to make a photocopy of your camera-ready text, then write detailed font instructions directly on that copy.

Also write in detail any other instructions for the printer, such as where and how to use color (including for photographs), screening, location of graphics, cropping, graphic size change (cropping, reductions, enlargements), special comments about graphics styles (e.g., screened, single-color, embossed, fractured), etc.

12. With your planning document/instruction sheet, you will turn in a to-scale, camera-ready sample of the brochure format and layout (that could be given to a production studio for preparation of a high-quality product; the only thing missing would be registration marks). This comprehensive layout will appear as much like the final product as possible. Text should be located on the mock-up in the correct size, font, layout and format as the actual brochure should appear. Graphics will be cross referenced by number to squares (or other shapes) on the mock-up, indicating the exact location and space allocation where they should be placed. This would be done for photos, color art, screening, leading lines, and other graphics. Use blue-line graph paper to help you align brochure elements if you do any traditional "cut and paste" work.

On your camera-ready mock-up of brochure (#12 above):
Precise space allocations for photos and/or artwork will be shown in proper size and placement. (Space for these graphics will be indicated by boxes [or other appropriate shapes] filled in with a single "X"). In a separate envelope you will place photos, artwork or other graphics, coded by number [1, 2, 3... ] to match the space blocks on the mock-up. On each graphic (either on the back, or on a piece of paper to which the graphic is attached), you will indicate how it is to be printed [color(s), screening %, or other special technique; any needed cropping marks, instructions for enlarging or reducing the graphics (indicate "print at 100%" if no size change is needed)]. See "13" below for details.

Headings, subheadings, and captions should be written in the appropriate location, with proper size and style of font, and with appropriate leading and margins.

Use of color, screening, etc.: Indicate and describe special use of color, screening, die cuts or other special techniques as needed. To do this, you may include a photocopy of the mock-up on which to write these instructions OR you may provide these instructions in your planning document.

13. Each original graphic/set of graphics (even if you choose to go the extra step and incorporate them physically or electronically directly into a final brochure) will be placed on a separate page, labeled with the appropriate number corresponding with the proper location on the mock-up. Cropping marks (to match the space ratio allocated on the mock-up) should be indicated and the proper ratio for enlarging or reducing should be given for each graphic. Height and width proportions should match. Use crop marks rather than physically cutting images or drawing lines directly across the images (much easier for the printer to work with). If the graphic is the correct size, indicate "print at 100%.")

All graphics (with instructions) should be placed in a separate envelope so they do not get lost. Remember, you are required to use at least two graphics that need to be reduced or enlarged, and show the calculations for each, even if you go to full production. If you do not go to full production, you must show calculations for all graphics.

EX: If the space available is 4" long and 2" wide, the ratio is 2:1. If the photo you are using is 7" X 3", you will need to crop 1" off the long side so that the final dimensions will be 6" X 3" (to obtain a ratio of 2:1). This image can then be reduced by the printer to fit your 4" X 2" space. Then indicate the needed reduction by saying, for example, "print at 67% of the original size."

14. If you choose (though not required), you may go a step further and also produce a brochure with all text and graphic elements incorporated directly into the computer-generated layout (this can be in color or black and white). This allows you to see a completed brochure (and also provides a final product for your personal professional portfolio). However, not everyone may have access to appropriate equipment or choose to do this. Whether or not you choose to do this extra step, you are still required to provide all other required elements of the project.

NOTE: Turn in copies of all existing brochures for your site and program as well as any others you use for ideas or references. Be sure to cite those that you use as sources for information, ideas or graphics.
WHAT TO INCLUDE IN YOUR FINAL BROCHURE PROJECT

Turn in large envelope containing items as indicated below.
Be sure to put your names on each piece of the assignment.
Place all pieces in a clasp envelope with your names,
lab and group numbers on the outside.

Revised, detailed planning
for overall project, including
specific to brochure, such
instructions to the printer not
elsewhere (be sure that ALL
and design elements are
include paper sample, ink
other details); also attach your
critique sheet...filled out at
the top

Separate envelope containing original graphics, coded to match
on camera-ready mock-up (include crop marks, instructions
enlarging (or printing at 100%), and how printed (B&W, 4-color
single color; any other instructions such as "screening")

Camera-ready mock-up with actual text (as will appear on
precise spaces for graphics indicated (with "X" across the space
match code numbers on individual graphics in the small
envelope)

Photocopy of camera-ready mock-up with actual text on which is
instructions (size, style, name, weight, color)

OPTIONAL: Complete brochure with graphics, text, paper--all as
you plan and want it to be in final form (good for your
Professional Portfolio).

OPTIONAL: Justification
filled out (if not sure all
included in your planning
document).

Copies of any existing brochures
the site, program or product (and
sources) used as references

NAMES
LAB #
TEAM # & NAME
PRR351, Spring '00

Former brochure
phases, including critique
sheets
HELPFUL HINTS FOR BROCHURE DESIGN & PRODUCTION

MAJOR DESIGN FLAWS
1. Irregularly shaped blocks of copy
2. Excessive use of angled type (use only in short banners, or "teasers")
3. Excessive underlining (use bold-faced or italicized type instead)
4. Widows and orphans (words or parts of a paragraph left hanging at bottom of paragraph or at top of a page/panel); try to complete sections within a panel and start new sections at tops of panels (within planned design)
5. Unequal or inconsistent spacing (between headings and borders, between headings and body copy, between captions, copy and graphics, etc.)
6. Exaggerated tabs and indentations (on brochures, especially with narrow panels, it's better to use space between paragraphs and NO indentations for each paragraph rather than term paper style)
7. Excessive hyphenation (especially with narrow columns)
8. Grammatical, spelling and typographic errors
9. Cramped logos and addresses
10. Too many typefaces (use only the minimum needed to organize information and create a hierarchy of importance); rule of thumb is to use no more than 2 font styles (though can use variations on a single font, such as bold and italics and different sizes).
11. Extra white space that looks just "left over" (like you ran out of things to put in brochure)
12. Large font or large spacing used just to "fill space" rather than as part of quality design

GENERAL COMMENTS AND HELPFUL HINTS FOR SUCCESSFUL COMPLETION OF BROCHURE
1. Format must be other than single page flier or mini-brochure (must be at least 8 1/2 X 11", front and back).
2. You must be able to justify the format and specific design elements you use. Consider:
   • Can it be mailed?
   • What is its main use?
   • Who will use it?
   • How will it be used? and for what?
   • Will people use it or throw it away?
   • Does it have souvenir value?
   For more complete help with this, see details for planning document and Justification Worksheet.
3. REMEMBER: 1 inch = 72 points
   Many publications are written in 9 or 10-point type (except [sub]headings)
4. Maps are important components of many types of brochures. Does yours require one...or two?
   What type---locator, site, other?
5. It is important to identify your company, agency or organization on all publications (it can be via text and/or logo). If needed, remember to use appropriate EOEA statements, indicate accessibility, etc.
6. Write so that target audience readers will understand your message.

   KISS
   (Keep It Simple, Stupid)
   (Keep It Short and Simple)
7. **GRAB** reader's attention, then hold it. Talk **TO** or **WITH** your reader, not **AT**, **ABOVE** or **BELOW** them.

8. Design, layout and graphics should support and enhance your message.

9. Use complementary and attractive colors that are appropriate for your topic and help create desired tone.

10. Use adequate white space. Do not crowd your space.

11. Do not "trap" white space...most of the white space should be toward the outside edges of a panel (or group of panels, if viewed at the same time).

12. Photos (if used) should be clear and uncluttered. Crop to block out unwanted clutter, extra sky or foreground space (e.g., road, field, etc. that is irrelevant to subject of the photo).

13. Graphics should be simple, clean and appropriate. Be sure maps are clear and not cluttered with more information than needed (simply photocopying a section of a highway map generally is inappropriate). The style of your graphics should be internally consistent, or at least compatible (i.e., do not just throw together a bunch of clip art and click art simply because it's available; there are so many different styles which, when used together, appear amateurish and are unacceptable for this design work).


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**NOTE:** For your brochure (as with the rest of the major project), part of the project critique involves whether or not the content and format of your brochure (or other media piece) helps you meet your stated objectives. Also, the degree to which your brochure actually matches the elements described in your planning document (objectives, audience characteristics, setting, links to other elements of the information system, etc.) will be assessed.