

Objective

“To gain an understanding of using multi-panels to convey information”. The cover of the pamphlet is one panel, when the pamphlet is opened the designer can choose to have the first two panels working as one, or treat each as a separate division. There is another two sections available when the next page is turned. The designer is faced with the same questions as before.

Overview

Reconstruct the supplied text into a new pamphlet. The student will focus on conveying

a suitable message to the pamphlets intended audience through choice of typeface, color and arrangement etc. As you build your design, keep the the market in mind as there are five different clients (with very different markets) to pick from:

- Art Department Cyber Space Competition Flyer
- Junction Valley Railroad Flyer
- Office for Human Research Protections Flyer
- The VA 9/11 Education Bill Flyer
- Canine Confections Dog Treats Flyer

Research/Development Work Due

Research by looking at sample pamphlets in person or online. On the Concept Sheet, draw four sets of thumbnail sketches to explore of various text/color combinations. **IMPORTANT!** - next build your own mockup model by folding an 11” x 8.5”. Draw in your design to the mockup before going to the computer.

Grading will be based upon students composition of individual images, experimentation of layout choices, ability to follow instructions and craftsmanship/presentation.

Preliminary Critique

Send your instructor a PDF of your work before April 22nd for feedback.

Final Work Due

Produce a full size, full color dummy, 3.5” x 8.5”. Print, cut, and glue your design carefully to produce a dummy as close as possible to the final press piece. send photos of the finished flyer to your instructor. An pdf of the finished design is also required on the Project server. The file should be named in this manner; “Student’sLastName-Flyer.pdf”.

Focus Design Principle(s)

Grids, Unity, Balance

Due: May 1st

1. TARGET AUDIENCE

Who potentially, is using the organization's product/service?

(Describe the market demographics. Possible differentiators include:

Gender, Age, Education, Race, Relationship Status, Income Levels, Hobbies, etc).

The market is comprised of _____ main segments

(Three are shown below, you can add or subtract as needed).

Primary Target: (_____ %)

Secondary Target: (_____ %)

Tertiary (mass-market) Target: (_____ %)

2. TONE AND MANNER**Personality**

Describe the book's ideal personality/attributes *(Ex. Imaginative, Eccentric, Clever, Untamed)*

Visual

What design tools will you use to convey the text images provided? *(Ex. Hierarchy, Focal Point, Balance)*

3. Communication Objective(s): What is the organization's primary message?

Set 1

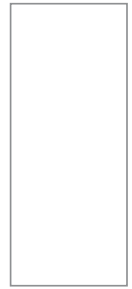
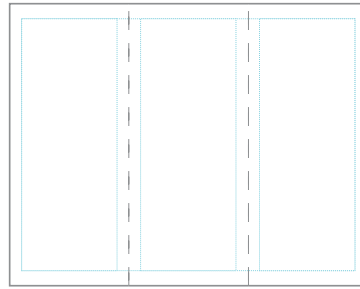
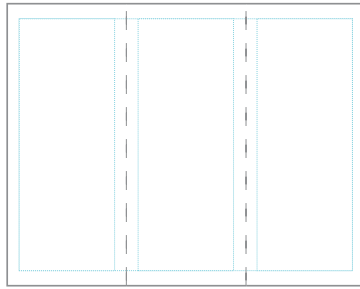
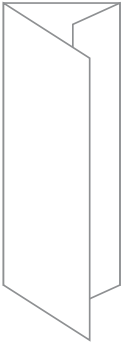
Folded

Cover

Exterior unfolded

Interior unfolded

Back cover



Set 2

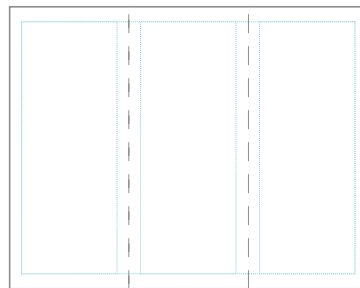
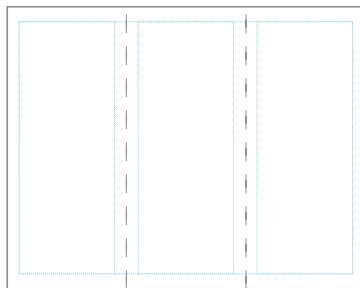
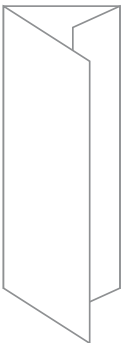
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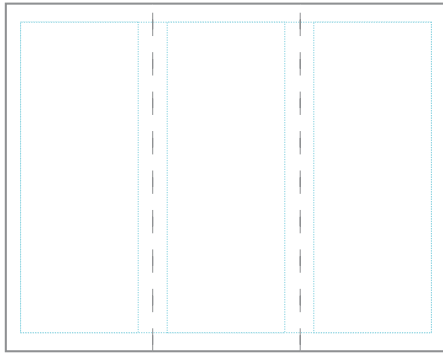
Back cover



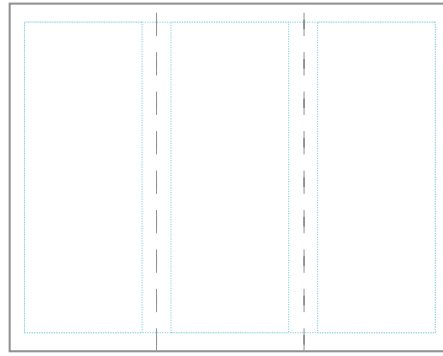
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Interior unfolded



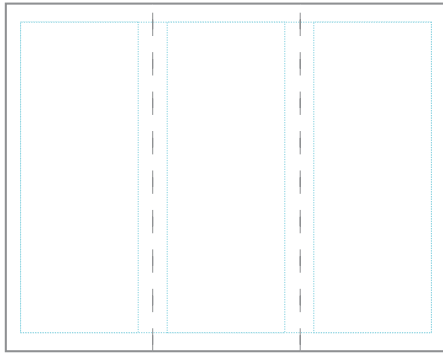
Back cover



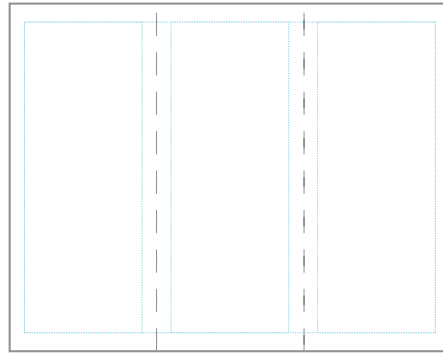
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Interior unfolded



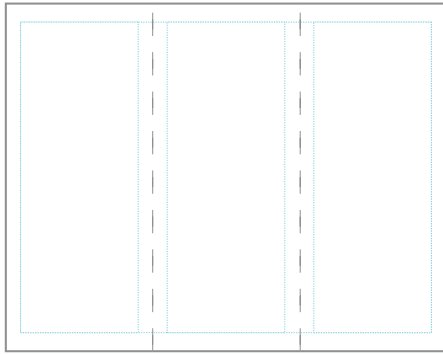
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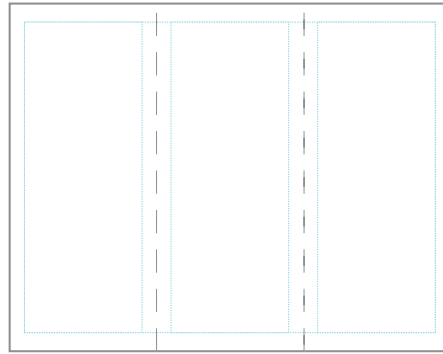
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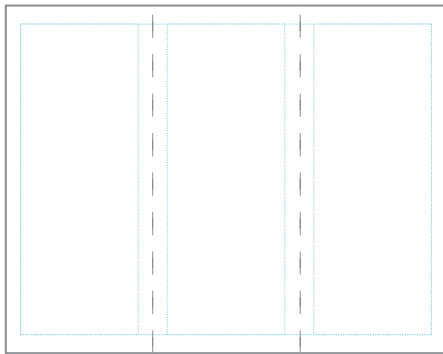
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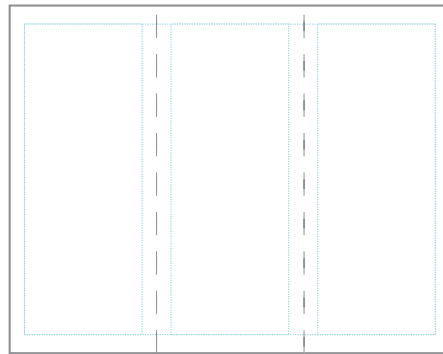
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