

Client Bank (Loan Promotion w/application)
Desc/Title Tri-Fold* Rack Brochure (2 folds, 6 Panels)
Specs Flat: 11"x 8.5"; Folds to: 3.72"x 8.5"; bleed
Colors 4/4 (4C both sides), No spot colors, 300 ppi

Job # **ID-02-Brochure**
Designer _____
ID # _____
Deadline _____

Competency/Task:

Prepare a 4C layout using provided specifications and the *printer-supplied template*. Layout must incorporate a brief loan application form for user to fill-in/return. Brochure prints on both sides, bleeds, and trims to a single letter-sized sheet. Folds dictate much of the design plan/success.

Instructions

1. Layout a minimum of 10-15 thumbnails; differentiate between cover and other pages.
2. Discuss thumbnails/layout with instructor; choose the best concept, acquire approval.
3. After selection of concept, prepare 1 full-size computer layout/comp in InDesign
4. Submit comp/outputs: Color mock-up; glued, trimmed, folded (150 ppi, scaled to fit page).
5. Submit digital files: 4C PDF (LoRes) = (High Quality Print, no marks, 150 ppi, @100%)
4C PDF (HiRes) = (Press Quality, marks, 300 ppi, @100%)

Criteria/Required Elements

Headline: Import, lorem ipsum, or write original. Topic: *Recreational or Home Improvement Loans*.

Subhead: Multiple subheads. Can import, use lorem ipsum, or write original.

Body Copy: Create complete, functional application form. Allow enough space/fields for handwritten user entries. Form will probably require 2 panels width. Import, use lorem ipsum, or write original for other body copy. Search web for sample application layouts/copy. Use tabs, tables, etc. to solve.

Other Elements: Logos/Addresses/Etc. Use InDesign- or Illustrator-created art/logo/graphics.

Imagery: Utilize web, or scanned, art/photos/illustrations. Modify art/images in InDesign with effects, blend modes, transparency, and tints. Use grid system to guide layout structure.

Demonstrate use/control of: Font choices, design decisions, grid system, threaded copy, style sheets, character styles, paragraph styles, justification, leading, non-hyphenation, tabs and/or tables, master pages, page numbering, linked images, proper folder and file management.

Supplemental Information

Second only to business cards, brochures are still one of the most common print pieces used to communicate today. Conveniently sized, they can either be self-mailed, stuffed, handed-out or rack-dispensed. Another added value of their size means that they can provide just enough information to elicit a response, issue a call-to-action, supply a step in a sales cycle, or simply collect information.

Grading Factors

- Procedural/Specification Accuracy
- Concept Quality
- Design/Layout Effectiveness
- Art/Photo/Illustration Usage
- Proficiency/Production Speed

Common Folds

*This project employs a **Letter Fold**, aka **Tri-Fold**. It is a type of **Barrel Fold** (vs. **Accordion** or **Z-Fold**).
Note: Printer names for folds are quite inconsistent and should be verified before designing. Always confirm your expectations (planned results) by the number and position of panels/pages involved.

Sample diagrams...

