

Designing Brochures

TCO 285
Dr. Codone

JCAHO
INFORMATION
MANAGEMENT
TOOLS

The Needs Assessment and Information Management Plan creation tools used by hospitals and health systems all over the US, including academic medical centers, multispecialty groups, and US Government facilities.



Mars Week

A week of inspiration. A celebration of the future of human space exploration. A starting point for the journey to Mars.

October 7-13 will be an eight-day week in the history of the human exploration of Mars. It will be the point from which humanity's odyssey will be aimed into the defining event of the next century.

Events planned include:

- Reception of a satellite and live at public site
- Airshows and NASA efforts
- MAGS (Mars and Global Studies)
- Corporate excursions
- Mars seminars and engagements

We will also coordinate an exhibition at the Boston Museum of Science, highlighting past, present, and future missions to Mars, the technology supporting space exploration, and the historical significance of humans in space.

Other events will include a special movie from presentations by the educational centers at MIT, MIT campus and off-campus student organizations, and live at the Massachusetts Institute of Technology.

Team Information

Think Mars is a team of Boston-based students and faculty members from the MIT Department of Aeronautics and Astronautics, and Tufts University, a graduate student at MIT's Sloan School of Management.

The team is composed of 200 students from:

- MIT Aeronautics and Astronautics Department
- Sloan Management School
- Harvard Business School
- Several other institutions and organizations

Members of Think Mars represent:

- Australia • Great Britain • New Zealand
- Denmark • Italy • France
- Germany • Mexico • United States

The team is advised by individuals from some of the best academic institutions, corporations, consultant firms and NASA.

thinkmars

Web: www.thinkmars.net/edu
Email: thinkmars@mit.edu
Phone: 617-253-7888
Fax: 617-253-7843

thinkmars

Think Mars entered NASA's Mars mission business plan competition in December 1998. As one of six university finalists, the team will transform its preliminary strategy into a comprehensive business plan for the human exploration of Mars.

Composed primarily of students from the Massachusetts Institute of Technology and the Harvard Business School, Think Mars will meet the challenge of unlocking the true treasure to the benefits of human exploration.

MERCER
UNIVERSITY

References

Van Osdol, *PageMaker 6.5* (1998)

Developing Marketing Brochures

<http://graphicdesign.about.com/gi/dynamic/offsite.htm?site=http%3A%2F%2Fwww.heritageinterp.com%2Fa.htm>

About.com Guide to Brochures

<http://graphicdesign.miningco.com/cs/brochuretips/>

Brochure Characteristics

Brochures are usually expected to last a longer time

Compare life to posters, newsletters

Brochures are probably intended primarily to inform and/or to persuade

Consider brochures on organizations, companies

Product sales

Advertisements

List of events

Brochure Characteristics

Brochures usually require a longer development time than some print products “

There are no “standard” brochure size or shapes

Wide variety of page designs

Variety of brochure folds

Brochure Folds

Brochures are typically printed on both sides & folded. Common folds are:

Letter fold

Accordion fold

Map fold

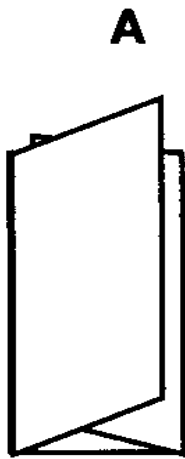
Gate fold

Brochures are designed in panels

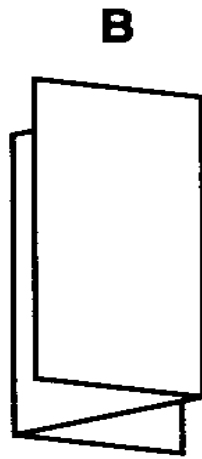
Must work when folded, or when opened up

*If long, brochures need a brief Table of Contents –
this aids searchability*

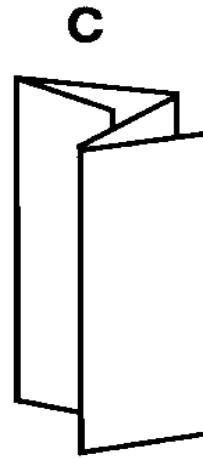
Common Brochure Folds



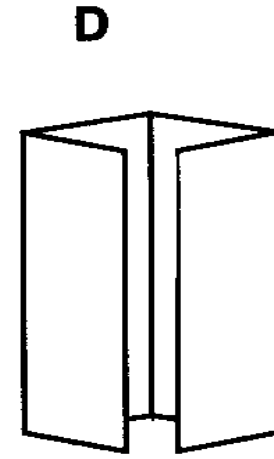
*Letter
fold*



*Accordion
fold*



*Map
fold*



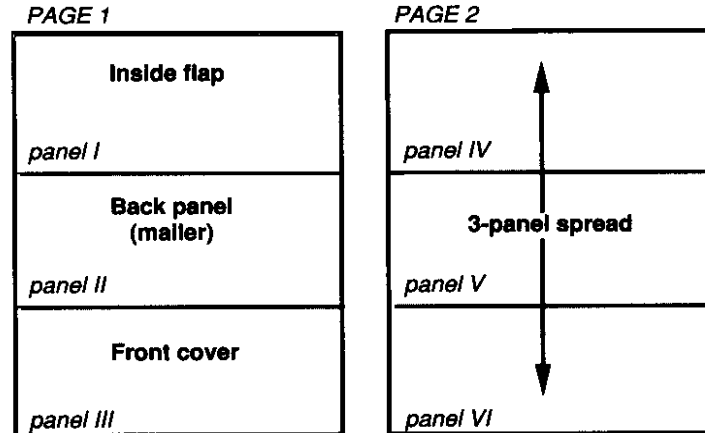
*Gate
fold*

Panels of a Letter-Fold Brochure

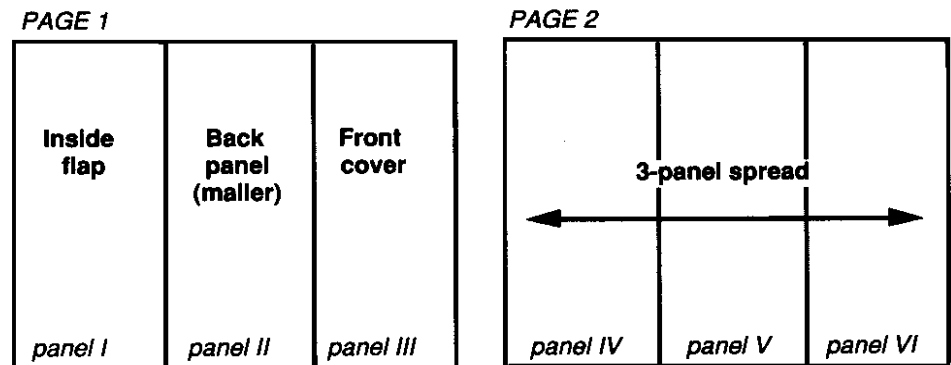
A. Portrait layout

B. Landscape layout

A



B



Brochure Design Principles

Work to achieve unity across all elements of the brochure

Use thematic elements

Use grids to lay out all elements

Use color, directional flow of text

Carefully consider placement of text & graphics

Achieve consistency through excellent graphics

Photos and images must match client's purpose

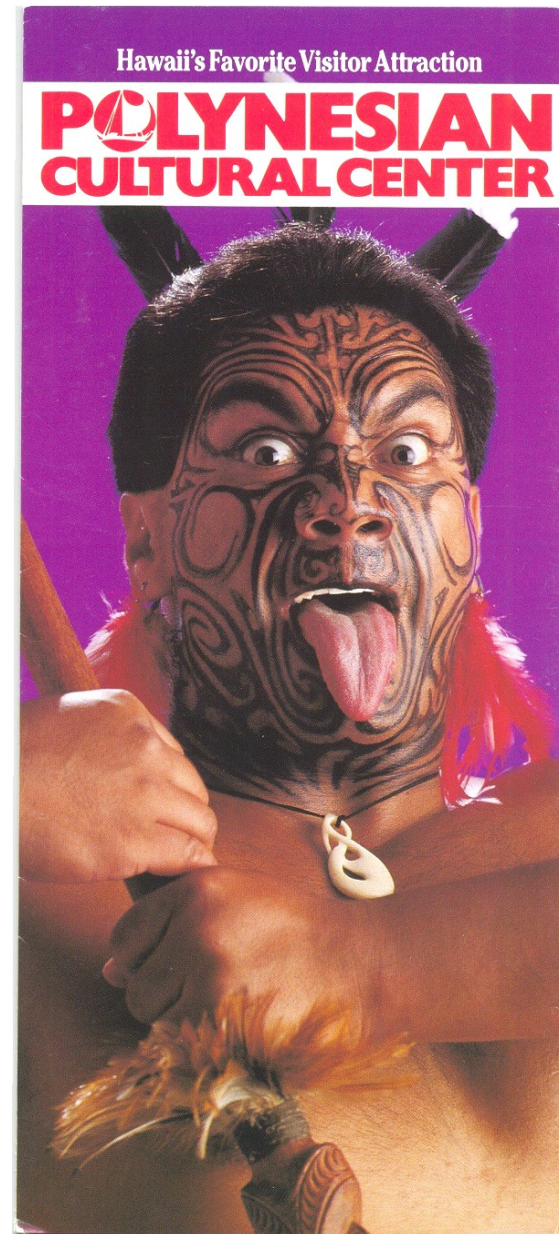
Steps to a Brochure

Design using a THEME

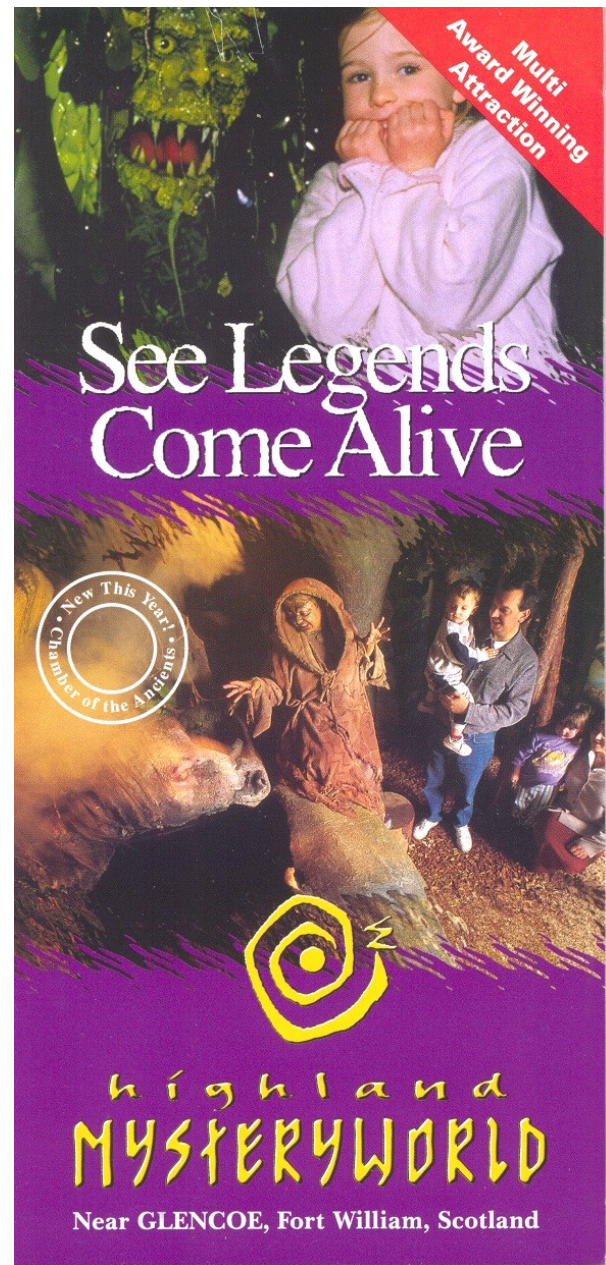
The theme is what captures the topic or message you plan to present

The theme is a complete sentence that captures the essence of your story -- augmented by images

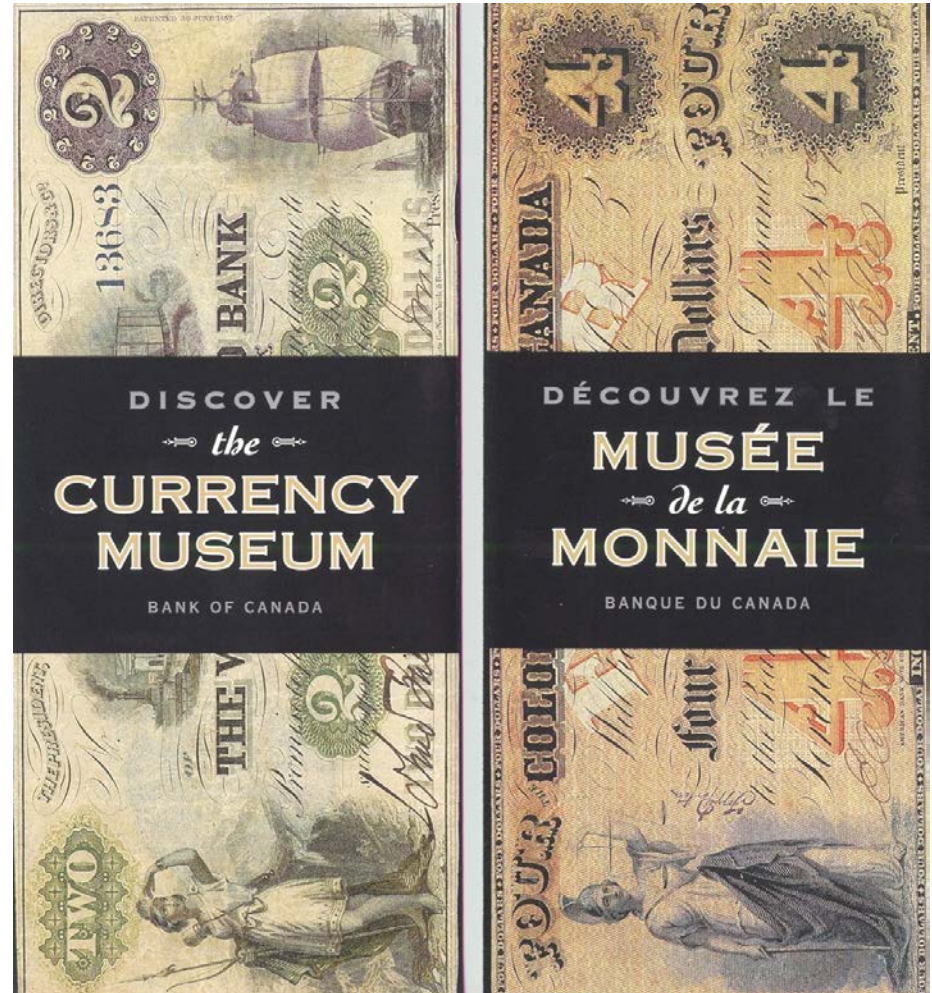
What is the theme in this brochure?



What is the theme in this brochure?

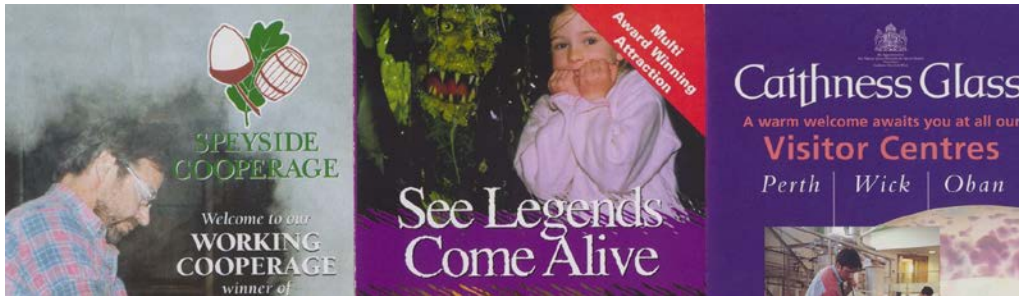


What is the theme in this brochure?



Steps to a Brochure

Emphasize the top third of the cover



Usually the top 1/3 is the only portion visible if the brochure is in a brochure rack.



Steps to a Brochure

Develop the objectives of your brochure.

Learning objectives – what information readers should “learn”

Emotional objectives – how do you want your reader to “feel”

Behavioral objectives – what do you want your reader to do?

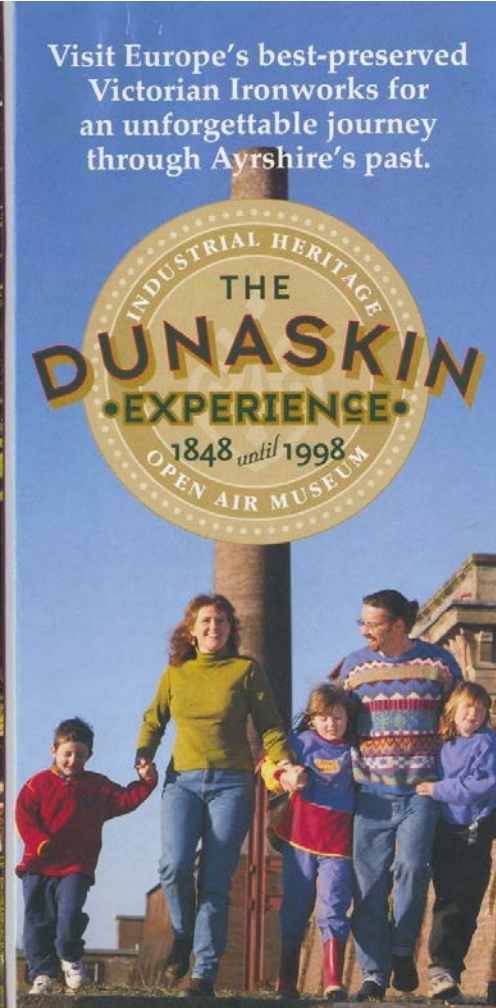
Steps to a Brochure

Identify and analyze your audience.

Knowing your target audience will help you plan:

- Image design
- Layout
- Distribution methods
- Groups to send brochure

Evaluate these brochures



What are the:
Emotional
Objectives?
Behavioral
Objectives?
Learning
Objectives?
Target
Audiences?

Steps to a Brochure

Carefully consider these factors:

Fonts, styles, sizes

Images; graphics vs. photographs

Folding method

Paper color

Paper weight

Why is paper weight important?

Too light and your brochures will “weep”



Steps to a Brochure

Storyboard the rough designs by hand

Create a mock-up, or dummy

Lay it out in actual size

Use Frame tools to represent text or graphics that will be added

- Font choices, size; number of words of text per block
- Photos or graphics sketched or scanned for draft

Actual folds

- Plan for laying out all the elements on the page

Questions?