Designing Brochures

TCO 285
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http://www.printingforless.com/brochures.html#samples
References


Developing Marketing Brochures

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
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

A: Letter fold
B: Accordion fold
C: Map fold
D: Gate fold
Panels of a Letter-Fold Brochure

A. Portrait layout
B. Landscape layout
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?