

TCO 285 Midterm Exam
Spring 2012
Printed copy due in class Thursday March 22

Section One – Print Product Evaluation

Find a *brochure* on the Internet that is **poorly-designed** and evaluate it against the following principles of design:

1. Perspective
2. Flow
3. Color
4. Typography
5. Balance
6. Rhythm
7. Contrast
8. Emphasis

Note: A good way to search for brochures is to use the Google Advanced Search feature, limiting your search to the .pdf file format and either the .doc or .edu domains.

Use your White Space book to help you apply the principles of design. Please include a printed copy of your brochure (black & white is okay) with your written evaluation.

Your written evaluation should be intended for the brochure designer, with specific recommendations of how the brochure could be designed more successfully and more aligned with the principles of design.

Your written explanation should stretch at least **3-4 paragraphs or more**.

Also, include a mockup (written by hand or done in InDesign) of how you would redesign the brochure to make it more effective.

Hint: If it makes it easier, you may use the grading rubrics located on the Resources page of our course website. You must still write a critique of the brochure, but the rubrics may guide you in your evaluation.

Section Two: Case Study

The ROTC program at Mercer wants to recruit more students for the school year 2012-2013. They've asked you to create some print documents to distribute on campus to help in their recruiting drive. They will also be handing out advertisements on campus.

The leader of the ROTC program has asked you to create a draft of **both** a flyer to distribute on campus **and** a letterhead that could also be used as the banner for their website. The flyer should be informative and persuasive; the letterhead should reflect the nature of the military.

You can learn about the Mercer ROTC program at this link:
<http://www2.mercer.edu/NewCLA/MilitaryScience/default.htm>

Create a written plan for the ROCT program which includes:

1. A description of the target audience.
2. The purpose of the design effort.
3. The message you feel should be communicated.
4. Using InDesign, create a mock-up of what your design format will look like – for both the flyer and the letterhead.

The flyer can be in draft form; the letterhead should be in final form.

5. The flyer draft should have enough text and images to approximate a prototype that you will give to the faculty advisor before turning it over to the ROTC. The letterhead should be ready to give directly to the ROTC.

Your written plan should be at least **one page**, if not more, in addition to the document you will make.

Please print out all documents related to the midterm.

Submit your midterm exam in full printed form in class on Thursday, March 22.