

3

# PUBLICATION DESIGN

Project Start | **25 October**

Project Class Crit | **15 November**

Project Due | **20 November**



## project overview

In this project, you are tasked with creating a brochure for any state wide ballot measure in the upcoming vote. The brochure will be designed as a door hanger and left on the front door of people who may not be home during the time of visit. The design must instantly capture the person's attention and quickly explain what the point of this material is. Break down the information into smaller digestible pockets of information that will help guide the individual through their yes or no reasoning.

The design will focus on delivering the details of the measure being voted on with key points and background information. Just because they are interested in the material, you need to maintain that interest throughout. You must also offer ways in which they can learn more about a particular part of the measure. If you need 1,000 words to explain a portion of that law, do not try and fit it into the brochure but offer an intro to that information with a link or qr code to learn more.

The folding of the brochure is up to you. Whether it is a simple tri-fold [ hopefully not - PLEASE ], a smaller gate fold, a roll or a z-fold to name a few, the design must incorporate a die cut for the circle and slit near the top. You must incorporate one other die cut in the design - does not need to be in the middle of the layout. Mock ups should be **printed often** using any printer. HOWEVER, the finished design will be printed double sided. There is no limit to the number of papers used to build the finished brochure. There is no size requirement only that it must work as a door hanger. The die for the hole needs to work properly and hang straight down - this is important if your solution to folding is unique and utilizes angles.

How the content you have about the question is broken up across the brochure **is important**. How that information is delivered to a person who is wants to learn more is the point of this project. The design layout should deliver the content in a clean and effective way for a person to quickly work through and read. Photos and graphics are important and should be used to compliment the text in delivering a balanced composition.

[https://ballotpedia.org/2023\\_ballot\\_measures](https://ballotpedia.org/2023_ballot_measures) and [https://ballotpedia.org/2024\\_ballot\\_measures](https://ballotpedia.org/2024_ballot_measures)

1.1725"  
Diameter

## project requirements

design a brochure that can be used as a door hanger with a folding technique that delivers your content and is broken down into sections

question number clearly identified

introduction text

background information on what a yes or no vote will offer

visually exciting with infographics

qr codes or links to learn more

incorporate a die cut into your layout

royalty free images used

cite your sources for images and information

upload research/mood board with notes to drive

## gained knowledge

- build on your knowledge or introduction of indesign and learn to set up a file properly to be printed using unique folds and die cuts
- learn how to place images into the document
- understand bleeds and safe margins to allow shifting
- build a layout that allows a person to interact with a uniquely folded brochure
- capture and maintain a person's interests through the use of text, images and graphics - learning that a sea of text will often go unread
- control the person's eye across a multi-page design
- strengthen your type skills and learn about hierarchy across the brochure
- build on the importance of consistency across the entire project
- learn when to re-rag your paragraphs, avoid widows and orphans as well as rivers in your copy
- build on the treatment of type when it comes to copy versus headline or stand alone blurbs
- develop comfortable line lengths in narrow columns of text



half fold



tri fold



gate fold



double gate



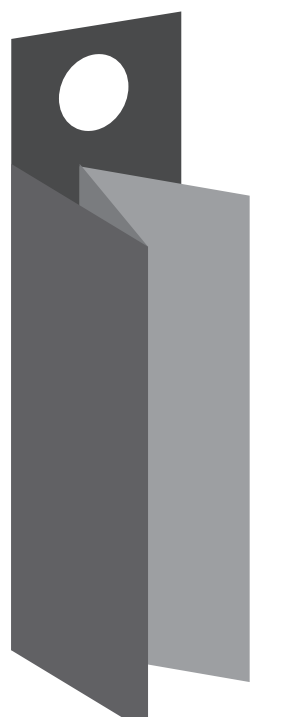
accordion



roll fold



z fold



double parallel

## grading criteria



the overall design and aesthetic appeal of the brochure



how the information is broken down and delivered  
- are the layouts balanced



creativeness of the folds and die cuts [no tri-folds]



following the project specs



participation & research/process of the project

## schedule for project 03

- should be completed in class
- to be completed outside of class before next meeting

25 10

### Project Three Start

- choose the measure you will design for
- explore options for folding techniques - CREATE MINI MOCK UPS
- set up your file in either indesign or illustrator - depending what folding technique is chosen will determine this
- drop all of your text into the document by separating out the information into sections
- look for hires images and work out other graphics to include - GRAPHICS MUST BE YOUR OWN DESIGN

30 10

### Class 02 of 07

- smaller copy text should remain consistent in the type treatment
- work out a hierarchy for each section [THIS NEEDS TO BE CLEAR] - each section needs to work together visually
- each section should deliver it's message and the importance of that section with a way to learn more
- break down the sections for a person who spends
  - 5 to 10 seconds then 15 to 30 seconds then time to read every single word
- start bringing in images for the designs - work on your graphics

01 11

### Class 03 of 07

- continue working on the sections, making sure the panels of the brochure flow visually
- test print your design, trim and fold to see how the design works - even if the design is smaller in scale

06 11

### Class 04 of 07

- continue to work your overall designs
- ask questions like, what stands out, does this engage the viewer quickly enough, does the layout flow

08 11

### Class 05 of 07

- continue to tweak and finalize the designs
- test print again - trim and fold

13 11

### Class 06 of 07

- make any changes to the design that will help the hierarchy of information - prepare for class crit

15 11

### Class 07 of 07

- show up to class with completed designs, folded and trimmed perfectly for the crit at start of class
- reflect on the feedback and make any appropriate changes

20 11

### Project Three Due at Beginning of Class | Project Four Start