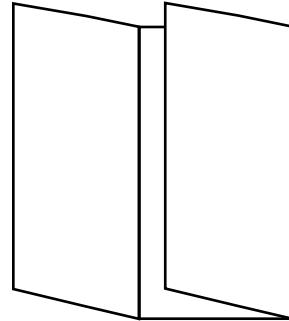


All of you should be familiar with brochures, those ubiquitous flyers, pamphlets and booklets that usually grace the foyers of hotels all over the country. The best are colorful, eye-catching documents full of information. The worst are an embarrassment to the service or site they attempt to proclaim. Most are simply taken for granted.

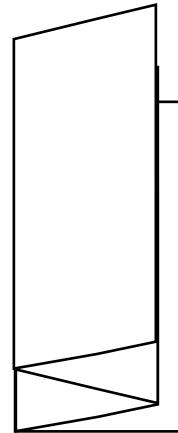
Now that you've had a chance to peruse my handout on color theory, which should add some clarity to the dizzying array of terms I threw out last week, you'll have the opportunity to put your skills as a designer to the test.

Planning and Considerations

There are several important considerations to take into account when you plan, stage and produce a brochure. Who is the client, and who are they trying to reach? How will the flyers be distributed? What color and paper choices are appropriate for your client and budget?



*Barrel Fold
(tri-fold), 6 panels*



*Accordion Fold
(z-fold), 8 panels*

The Client

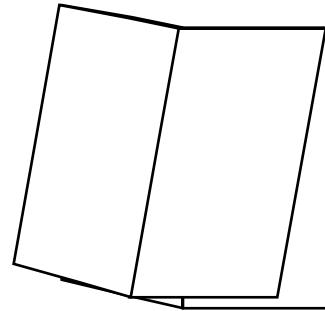
Consider the sender: who actually uses folders and brochures? While it's true that a small local business may produce a small flyer or brochure, be realistic: that small mom-and-pop operation probably doesn't have three grand sitting around—although you don't have to spend the entire budget.

Most brochures advertise well established businesses, conferences or services. While a folder may not be as elaborate as a brochure, they serve a dual function, by catching the viewer's attention and providing a fair amount of information.

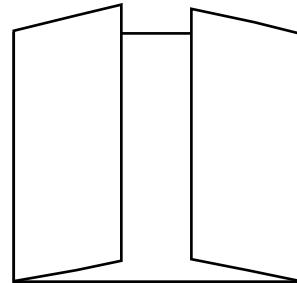
This means that you need to balance all of these variables—sender, viewer, budget, and content, when you seriously consider this project.

The Viewer

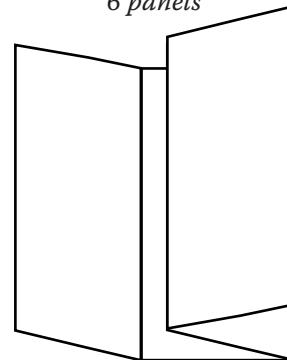
This is tied in to the other variables. A folder for historic Fort Micalmac might appear in the lobby of a regional hotel or tourist-oriented restaurant while a flyer for a national conference of the Pretentious Literary Hacks of



*French Fold,
4 panels*



*Gate Fold,
6 panels*



*Map Fold,
8 panels*

America might appear in the lobbies of colleges across the country. You may need to create a flyer that has to stand out from the bunch, or a sophisticated document that looks at home on a polished table.

Distribution

This is essential. Is your folder going to be sent through the mail, or will it compete for brain-space on the brochure rack at the local Super 8? If the former is true, you should use a heavier stock to meet USPS mailing requirement.

Regardless, this should affect the layout of the front and, in the case a flyer sent through the mail, the rear panel.

The Materials

Most folders use letter or legal sized paper. Weights vary: tourist folders often use 28-40 pound paper, while mailings use 80-100 pound stock. You have several choices as to the type of paper: uncoated, glossy and matte. Uncoated paper is cheaper, but the finished

product isn't likely to be presentable. Glossy and matte papers will give you fine results, but each gives you a very different effect.

Content

You should carefully consider the size, graphics and text needed to properly complete the project. Folders should have enough information to whet the appetite without over-burdening the viewer with pointless or arcane verbiage.

The format should partially dictate your content—and the content should also influence the format. before you decide to produce that 8 panel map fold, consider your client and the material they would have conceivably provided. Are you going to use 8 separate graphic and text elements, or several crossovers? Do you have enough to fill the panels without overwhelming the eye?

What's Required

The world's your oyster. In other words, you can use more than one

Folders 4

font and more than one color, within the bounds of decent typography and design. You have a maximum budget of \$3,000, and a fixed number of 1,000 brochures. You must include a bid from a professional printer (there are a number of sites online).

I will provide several types of paper. If you want to do something different, I suggest that you pool your resources.