



Smithsonian Brochure

ASSIGNMENT

You will be creating a promotional brochure for an exhibit at a Smithsonian Museum. You will be responsible for gathering the content—both text and imagery. You must choose an exhibit that will allow you access to high-resolution imagery for print use

There are no design specifications for this project. You will be determining the format, page size and pagination.

You must strategize how to physically mock-up your brochure with production limitations and anticipate your supply needs.

OBJECTIVES

- to exercise the typographic rules that were covered during class lectures
- to learn to choose and pair appropriate typefaces
- to work with page size and proportion
- to experience creating and working with a grid
- to learn how to create typographic hierarchy
- to design with both type and imagery
- to build your typographic and design vocabulary
- to make proper and appropriate design decisions based on content
- to learn to talk about design: offering and accepting feedback from classmates
- to expand your knowledge of working with Adobe InDesign
- to learn to build presentation-quality mock-ups
- to provide you with a portfolio quality print piece

LINKS

Choose your museum from the list on the Smithsonian site here: <http://www.si.edu/Museums>

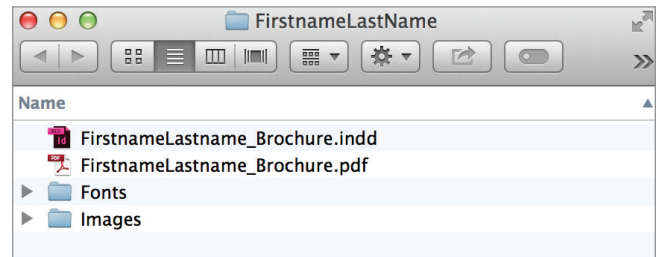
The Smithsonian provides high-res imagery for many of their exhibitions through the Smithsonian Library: <http://library.si.edu/>

Each museum's individual logos can be found here: <http://logo.si.edu/unit-downloads/>

FINAL DELIVERABLES

Turn in the following:

- **Mock-up of your final brochure**
Printed on high-quality paper. It should be client presentation-ready. Place inside manila envelope.
- **One compressed(.zip) file uploaded to class DropBox containing the following:**
 - The press-ready InDesign file (.indd)
 - Press-quality PDF spreads with .125" bleed and crop marks
 - Support fonts and images (InDesign "packaged")



GRADING

The completed brochure is worth 200 points toward your final grade.

See the Project Rubric for details.

You must turn in your final project on time as well as hit all the project milestones. If your final project is late, you will be docked one letter grade. For each additional week late, you will be docked an additional letter grade.

TIMING

7 weeks will be dedicated to the completion of this project.

See the class website for key dates.