

ASSIGNMENT

You will be creating a promotional poster and brochure for an exhibit/performance at a museum/venue of your choosing. You are responsible for gathering the content—both text and imagery.

SPECIFICATIONS

Poster

File: 18" w x 24" h (*printed scaled to 11" x 14.6667"*)

Brochure

The brochure has no specifications. You will be determining the format, size, and pagination.

You must strategize how to print and mock-up your brochure as well as anticipate your supply needs. Keep production limitations in mind when designing your brochure format.

CHOOSING CONTENT

- Choose content only if you can find professional-quality, high-resolution imagery.
- You may compile text content from various sources to meet the required character count (*2,000–3,000 characters with punctuation and spaces*).
- **Suggested museums:**
 - The Smithsonian Museums
 - San Francisco Museum of Modern Art
 - The Metropolitan Museum of Art
 - American Ballet Theater

GRADING

The completed brochure is worth 50% of your 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.

FINAL DELIVERABLES

Printed Pieces

Poster: Scale your poster to 11" (w) x 14.6667" (h) and print on high-quality paper. Mount your poster to black foam core.

Brochure: Printed on high-quality paper. It should be of client presentation-quality. Place your brochure inside manila envelope.

Digital Files

One packaged and compressed (.zip) file uploaded to the class Google Drive containing the following:

Poster

- 1 press-ready InDesign files (.indd)
- Press-quality PDFs, no bleed, no crop marks

Brochure

- 1 press-ready InDesign files (.indd)
- Press-quality PDFs with spreads, no bleed, no crop marks

Support Fonts: all fonts used in the layouts

Support Images: all linked images

Name your files as demonstrated below:

