

## Graphic Design II

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*Read homework assignment before beginning assignment.*

*PROJECT:* Design an 5x8.5" 4 page brochure (2 spreads) about your designer. Design in the style of the designer using typefaces and imagery that designer would use. The brochure should feel contemporary, you are explaining the designer to a contemporary audience.

Include at least  
designer's name  
country  
one paragraph biography  
one paragraph on the designer's philosophy of design  
one quote  
dates  
images  
caption if relevant

### brochure

#### WARNING

The *Report* Problem

*Remember: you are a designer!*

*Don't let your brochure look like a school report. Make it dynamic and let the form of your brochure convey information.*

Don't be a slave to the document. For example, the name of the designer doesn't have to be at the top.

Instead of making one big text box, break up the content and move it around the page.

Use an interesting variety of type sizes (some big, some small), but use variety in a consistent way.

Mind the hierarchy!

Carefully consider the typographic hierarchy of your information.

Your brochure can include typography, quotes, blocks of color, lines, and abstract shapes. It can include one image.

A viewer should be able to easily understand the designer's visual language. The poster must convey the excitement of contemporary design to an audience of designers and students.

Size: 4 pages, 5 x 8.5".

#### *HOMEWORK:*

*PART 1:* After researching (words, images, etc), consider the hierarchy of information you will present.

Based on the information that will communicate the content in an effective, succinct, and powerful manner, edit the content for clarity's sake and style.

Using Microsoft Word or Text Edit, list all of the content (textual information) your brochure will include from most to least important, and print this out on an 8.5 x 11 sheet of paper (**this list of content should not be designed, we're only concerned with the hierarchy of information at this stage**).

*PART 2:* With marker on tracing paper, create 3 sketch layouts of your two page brochure to class.

DO NOT USE THE COMPUTER to create the design yet.  
Bring all of the elements that you will need to class.

Be prepared to give a presentation of your findings in class.