DEVELOP A PORTFOLIO
Organization Brochure
Assignment

Activity Preparation and Assignment

In this assignment you will collect information about a professional organization to which you belong or one you would like to join and create a tri-fold brochure.

Use the following guidelines to create your brochure:

1. Research a professional business organization to which you belong or one you would like to join and gather information to use in a promotional brochure (goals, objectives, events, etc.).

2. Collect images, logos, graphics, and pictures that can be used to express the content of the information.

3. Sketch the layout for each panel for the tri-fold brochure (front and back presentation) for an accordion-style fold.

4. Preview collected brochures and/or newspapers and magazines for ideas on columns, guttering, and margins for paragraph attributes, tabs, and indentations. Also review text objects and associated features before starting the keying of your brochure. Observe the use and placement of graphics and the way the text wraps around the graphics. Watch for good and poor usage of these concepts.

5. Set your layout and input your text, graphics, and text attributes for your brochure according to the sketched copy. Apply good layout and design practices to your brochure. Observe good text-to-graphic placement and usage. Make sure the graphic remains proportionally shaped.

6. The set up should be on an 8 ½ x 11 sheet in landscape orientation.

7. Use appropriate headliners and captions.

8. Proofread each page (front and back) and print a black-and-white copy.

9. Proofread the black-and-white copy, observe the layout and design elements, and mark any errors or elements that will need to be changed.

10. Make all corrections and double check. Print a color copy, front and back, and fold it accordion style.

11. Submit the brochure and sketch for evaluation and grading.

12. Obtain a print screen of the folder in Details view and submit it with the project.

Resources

Websites (and/or key words to use for search):

http://www4.district125.k12.il.us/Faculty/mfinlay/DTP/Proj/brochure.html
Steps involved in making a tri-fold brochure, an assignment

http://www.computorcompanion.com/LPMArticle.asp?ID=143
Steps on how to create a tri-fold brochure using Word

http://www.valdosta.edu/~jlcampbe/3020-5.html
Article with "how to" information on purpose, audience, etc.

Key words: *tri-fold brochure, desktop publishing*