

Brochure Assignment Cover Sheet

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The “Light & Truth Bible Studies” brochure is intended for the students of IU Kokomo. This includes the *entire* student population (adult students, traditional students, etc). This is actually a complete redoing of the original brochure that the advisor, Drew Harbach, has used for years. All of the content came from that brochure.

First of the all, the original brochure had numerous spelling and grammatical errors. Proper punctuation was hit or miss and many of the sentences weren’t complete. The formatting for the original piece was all over the place as well. He mixed center and left alignments many times. I fixed all of these errors and partially rewrote many of the sentences and headings to better portray the message of the brochure. In the end, every single piece of content was transferred from his brochure to the new one (with my edits of course). I kept almost all of the content on the exact same panels, except for a quote about the IU seal. I moved that from the front panel of the brochure to “About L&T” panel because it fit better in the about section.

Everything else is entirely different. I chose two fonts for the brochure; Helvetica Neue Light Standard (a few iterations of it) and Ryo Gothic Plus. Both are sans serif fonts and were chosen because I wanted a modern, yet easy to read feel to the piece. I felt that using a serif’d typefaces would not give the modern look. I used the “outer glow” feature on a few of the headings to help those stand out a little more. Beyond the front cover, I wanted all of the top headings to share the same format for consistency. I’ve also used italics to my advantage in various portions of the handout.

I wanted the background to be like “light”, like the sun. The “sunray” technique is used in a lot of modern graphic work and I thought it would fit nicely in the brochure. I was able to find a technique in photoshop that did this well. The front panels use a color scheme of yellow and orange to symbolize the color of the sun. The inside panels use the IU colors to represent that this group is at an IU school.

I liked the “duct tape” looking text backgrounds because it symbolizes that people have problems and there can be a place that some of these can be fixed. I used those throughout the piece behind text, as well as some other brushes and beveled rectangular shapes. These all exist to help the text be legible and also to add more style to the piece. The colors of all of these compliment the backgrounds of the brochure.

All of the text is left aligned to have consistency throughout the piece, and also to stick to the tried and true standards of visual design. The final brochure as well as the original have both been uploaded into my dropbox in Oncourse CL.