

# Suggestions

## BEFORE YOU PROCEED!

- Research the materials provided before choosing pictures.
- All four pieces should be similar in size and style
- Employ some techniques from the InDesign and Photoshop journals provided.
- Create rough layouts for all pieces.
- Attention should be given to the use of color, typography and effects like Drop Shadow, Feathering, Runaround text, and Drop Caps.

## Deadline Schedule:

You will work on one "set" at a time. Each set will be graded separately. The class will be given a group grade for the window display. Everyone must contribute to it.

**Set 1** / rough layout due  
finished work due

**Set 2** / rough layout due  
finished work due

**Set 3** / rough layout due  
finished work due

**Set 4** / rough layout due  
finished work due

**Window display** /

You will be selecting one of your cards to color separate into CMYK and print in process colors on the printing press for your next project.



Our world is ruled by color. It determines our mood and sets the stage for the seasons of the year and the seasons of our lives. As children we enjoy bright primary colors. As young adults we choose bold and exciting colors. As mature adults we surround ourselves with pastels and soothing colors.

These choices spill over from our homes to our workplaces. Our home decor is influenced by what we see on TV channels like HGTV, store displays at Lowes and Home Depot, by magazines available on the subject of homes and gardens, and from visiting family and friends or even going to a Parade of Homes.



Our workplaces may even be designed and decorated to inspire creativity and the production of ideas. In addition to these examples, we also see design in environments like the Mall, airport concourses, hotels, museums, public buildings, restaurants, and other such locations.



Check inside for your next assignment...

Whether it is a DIY project or we seek professional and experienced people to transform our environment - we all end up at the paint counter looking for samples and ideas on how to use and apply that paint.



Your task will be to combine color, design and typography to create a series of **FOUR** pamphlets: each displaying a mood, a purpose and a color scheme. Each pamphlet will have a companion “chip take-away” card. The purpose of each brochure could be to illustrate a particular area in a house, a business or other facility. These pamphlets might be used by a DIY store to sell a particular brand of paint.



Select pictures for your inspiration.



Create a color palette to support this inspiration. Name your colors. Design this color palette to coordinate with the rest of your pieces. (See examples)



Choose a format and fold sequence for your pamphlet. Design it to showcase your inspiration. Write copy that will lead your audience through your pamphlet. Use typography to reinforce your theme. You will be given sheets of white cover stock. You can group your pieces on one sheet.



Design a logo for your paint brand. Color “chips” should be applied to your pamphlet with double sided tape to give it an authentic look.

**PAINTING IS THE LEAST EXPENSIVE WAY TO UPDATE AN ENVIRONMENT.**



Sample chip card



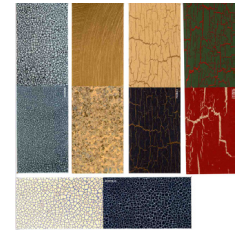
Print oversized “chips” with their name on it for “take away” purposes. So, you will have a main pamphlet and a smaller card-type piece to compliment your pamphlet. (See example)



As a class, we will take our work and showcase it in the window. We can use props such as paint cans, rollers, lengths of cloth, and other items that will reflect your pamphlet choices. Start thinking of things that you can bring from home to use for props.



Scan textures and give suggestions to the reader on how they might be used to compliment your ideas.



You could actually use fabric if you wanted to.

