Museum Brochure (100 pts)
DUE: Finals week, Thursday, 5/9 **at 8am** *(No latework accepted.)*

Create a brochure for a museum of your choice, highlighting their unique visitor experience (venue, exhibitions, events, collections, etc). Use InDesign to lay out your design.

Required information

- **About/Mission/Values** - Include a small blurb stating the museum's goals, intentions, purpose, etc. This should not be a historical "about;" I'm not interested in when the museum was founded or built.

- **Visitor information** - Hours, ticket prices, address, and contact info at minimum. Other information as relevant.
  >> *Include a call-to-action: "Visit museum.org for more information." or something similar.*

- **Exhibitions** - Highlight at least 3 ongoing, current, and/or upcoming exhibitions.

- **Events + Permanent Collection** - Include information about both of these; up to you how much information to include or how much to emphasize compared to other sections.

- **Include additional information** based on what you think a potential visitor needs to know or would be interested in. Spend some time looking through the website to learn more about the museum before determining.
  Suggestions: *Shopping, custom prints, and dining options in the museum; directions and parking; online collection features; guided tour options; internal landmarks (Halls, courtyards, plazas, architecture), accessibility options; membership, donations; kid specific highlights; education contact/resources; visitor policies, event rentals;*

All information should be accurately recorded from the museum website or other official museum channels such as social media, existing digital and print materials, etc.

Visuals

- Design to match the existing styling and brand of your museum.

- You may use their logo and duplicate their color schemes.

- You may pull imagery from their website and/or online collection. Each image must include a caption to identify the image, artwork, etc.

- Any vectors or illustrations need to be your own, original work.

Evaluations will emphasize:

- Consistency of styling, spacing, placement

- Hierarchical organization, evidence of a design system

- Strong typographical styling blending aesthetic and function

- Consideration of layout functionality (folded view vs. open view)

> **<< As this is a final project, grading will be a little tougher. Go above and beyond basic expectations or minimums. Think about the user experience; what design choices can you make for your brochure to be more useful, more interesting, more engaging.**

DUE by 8am Thursday 5/9

- **(1) PDF** of full brochure; as a flat lay; 2 pages
  File name: LastName_Brochure
- **(1) PDF** of presentation page;
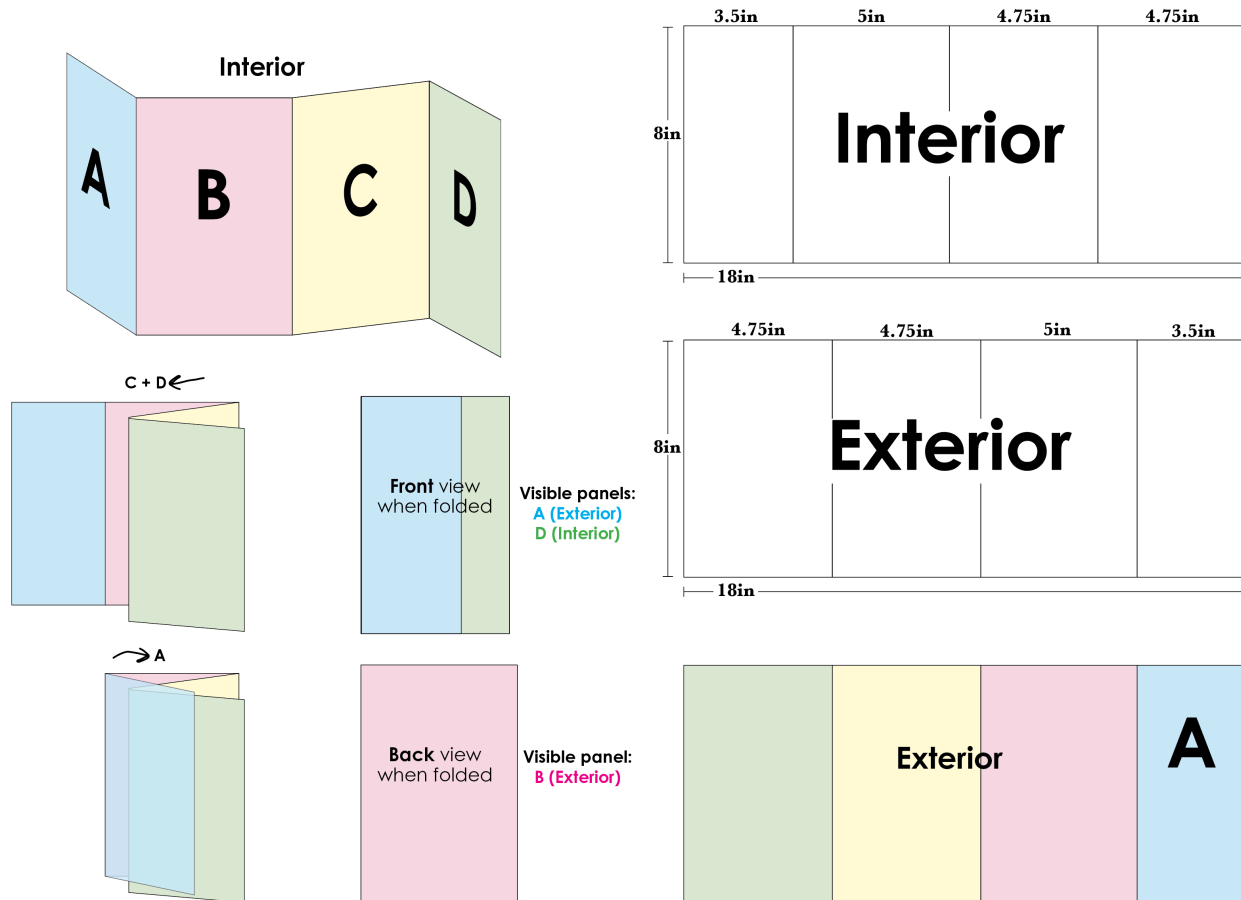 **File name:** LastName_BrochurePresentation
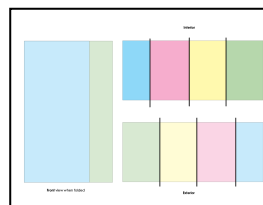
Presentation page: 11x8.5in

1. Front folded view

2. Both interior and exterior flats with fold lines indicated (clearly marked)

3. Label interior, exterior

Give scale emphasis to the front view.

Size + Layout - 18x8in total size when flat (2-sided)

- 4 panels; set up guides in your document to mark folds
- .5in outside margins
- .25in margins on either side of fold lines

Interior

A B C D

| 3.5in | 5in | 4.75in | 4.75in |

Interior

8in

18in

C + D ←

Front view when folded

Visible panels:
A (Exterior)
D (Interior)

| 4.75in | 4.75in | 5in | 3.5in |

Exterior

8in

18in

→ A

Back view when folded

Visible panel:
B (Exterior)

Exterior   A

Timeline (tentative)

Wk 13	**4/23 - Tues** • **Resume DUE** • **Assign Brochure; setup demo**	**4/25 - Thurs** • **Work day (no meeting)** - *I'll stop by to check in*	**4/26 - Fri** • **Ex.Cr. Resume DUE**
Wk 14	**4/30 - Tues** • **Review Resumes** • **Have Brochure work to show IN CLASS** for individual check in (participation grade) • Presentation page demo	**5/2 - Thurs** • **Work day (no meeting)** - *I'll stop by to check in*	**5/3 - Fri** • *Optional DRAFT submission: Lastname_Brochure1*

EX AM WE EK	5/6 - Mon	5/7 - Tues	5/8 - Wed	**5/9 - Thurs** • **Final DUE by 8AM** • **REDOs DUE by 8AM**	5/10 - Fri **No latework accepted for finals.**