PRINT PRODUCTION

PROJECT 2

Project Title   Travel Brochure

Schedule   10/23 Review Travel Brochure Project
11/6 Travel Brochure Research, Concepts and Sketches Due
11/13 Travel Brochure Progress Review
11/20 Travel Brochure Due

PROJECT DESCRIPTION   A brochure (also referred to as a pamphlet) is a type of leaflet. Brochures are most commonly found at places that tourists frequently visit, such as museums, major shops, and tourist information. Brochure racks or stands may suggest visits to amusement parks and other points of interest.

Brochures are often printed using four color process on gloss paper to give an initial impression of quality. Businesses may turn out small quantities of brochures on a computer printer or on a digital printer, but offset printing turns out higher quantities for less cost.

Compared with a flyer or a handbill, a brochure usually uses higher-quality paper, more color, and is folded.

PROJECT GOALS   For this project you are to create a travel brochure for any city, place, attraction that you wish. You can invent something that doesn't exist if you wish but will need to develop all of the content for the brochure. If you choose to do something that does exist you may go to the website of the city or attraction for your content. You will not be able to use photos from the website unless they are High Resolution (300 dpi or more). You may use your own photography or look to stock images sites such as Getty Images.

Now the specs for this project are that it must be a 4-color brochure with at least two folds and must measure 4" x 8.5" when folded down. The brochure can fold anyway you wish. Some industry standard folds are attached.

Final output will be printed in color and comped to size. These do not need to be mounted. The finals need also be saved in PDF format and emailed to my gmail account on the date the project is due. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname – Fall2010 – ProjectNumber >
FLastname-Fall2010-Project2.pdf

Common Fold Styles   Fold styles have standard names that should be used when communicating with printers and binderies. Following is a list of some of the most common styles and their names.
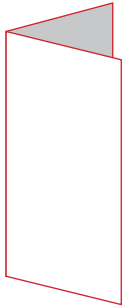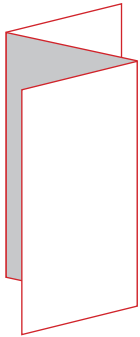
Four-Page Simple Fold
One fold made along either the short or long dimension of the paper resulting in four panels or pages.
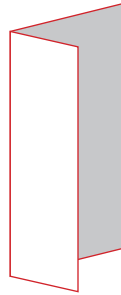
Four-Page Short Fold
A simple fold made asymmetrically so that two pages or panels are larger than the others (i.e. it isn't folded in the center of the sheet).

Six-Page Accordion Fold
Two simple folds where one fold bends in the opposite direction of the other resulting in six panels or pages. Accordion folds can compromise six, eight, ten, and sometimes twelve panels or pages.
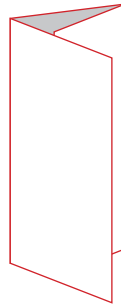
Six-Page Barrel or Roll Fold
Two simple foldss where the outer edges of each panel or page are folded in toward the other resulting in six panels or pages. Barrel or Roll folds composed of more than six panels or pages are often called rolling folds and can consist of many panels or pages.
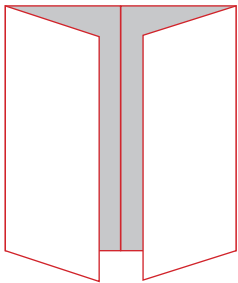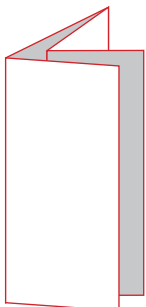
Eight-Page Gatefold
A barrel fold with an additional fold in the center, resulting in eight panels or pages.
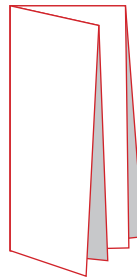
Eight-Page French Fold
Multiple fold where the paper is first folded in one direction, then folded perpendicular to the first fold.

Eight-Page Parallel Fold
A combination of a barrel fold and an accordion fold that forms eight panels or pages.

TOLERANCES FOR GATEFOLDS, BARREL, OR ROLL FOLDS

Gatefolds, as well as barrell or roll folds, require special allowances so that the outer panels or pages of a piece will overlap those within. Although the following standards apply to text weight papers, tolerances may vary slightly with other types of paper.
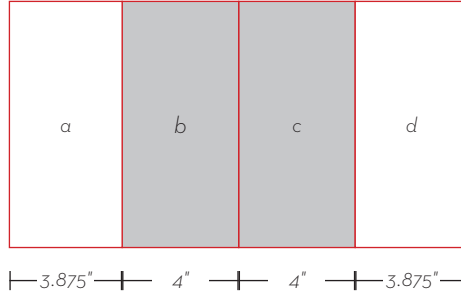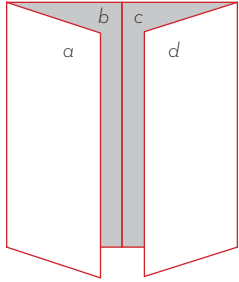
GATEFOLD

Gatefolds require a reduction of an 1/8 (.125 in) on the inner panels (a and d) in the fold sequence.
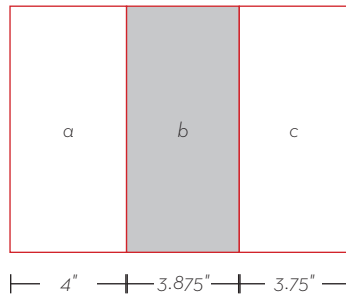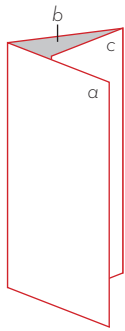
BARREL OR ROLL FOLD

Roll or barrel folds require a reduction of an 1/8 inch (.125 in) for each panel in the fold sequence so that each panel is 1/8 inch (.125 in) smaller than the next