COURSE TITLE: Graphic Design of Brochures and Catalogs

COURSE NUMBER: DSN402

I. RATIONALE:
In this course, students will evaluate the role of the printed brochure in communication. With web communication indelibly woven into our everyday vernacular, print has grown more tactile. Brochures today create richer, more sensory experiences with mixed paper stocks, embossing, engraving, diecuts and alternative substrates. Students will also create brochures from the simple to the complex.

II. MAJOR INSTRUCTIONAL GOALS:
During this course, students should improve their understanding of:

GOAL #1: Research and communication skills
Learning Outcomes - The student will learn to:

A. Analyze and evaluate brochures
B. Questions to focus and clarify
C. Present designs to a client
D. Gather and synthesize information from a client
E. Create compelling brochure content
F. Give and receive peer review comments
G. Reflect on how to improve product
H. Conduct focus groups

GOAL #2: Design skills
Learning Outcomes - The student will learn to:

A. Design tri-fold layouts
B. Redesign based on feedback
C. Reuse content
D. Create designs that meet client requirements
E. Create comps

GOAL #3: Project management skills
Learning Outcomes - The student will learn to:

A. Prep digital file for output
B. Create color separations
C. Troubleshoot separation errors
D. Learn printing terms
III. LEARNING ACTIVITIES:

Create 1-color tri-fold brochure
Create 2-color 11”x17” brochure
Create Multi-page 4-color brochure

IV. CLASS PARTICIPATION:

Students are expected to attend class and participate actively and in a positive way. Questions and relevant observations are encouraged and enrich the experience of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the students' learning experience. Instant messaging, gaming, emailing, and surfing the web are distractions to the student, the surrounding students, and the instructor and constitute inappropriate behavior. Students are ethically obliged to avoid these and similar practices.

External Storage Requirement:
Students are required to supply their own external storage (ie., SD card, external hard drive, etc.) See Course Blackboard for instructor’s directive for your course. Memory cards are NOT supplied with cameras and video equipment.