

Crackle Finish Faux Painting Technique

Design Model

The purpose of this project is to instruct a do-it-yourself type person how to produce a crackle finish on various surfaces. This is not a difficult process and the audience will be from novice to those experienced in do-it-yourself projects.

The format will be a brochure. This type of delivery will allow for the room needed not only give instructions, but also allow for illustrations. A brochure, folded, can easily fit into a small holder either in the area of the products that pertain to this technique or in a general area with other brochures that many of the do-it-yourself and hardware stores now have.

This product will be a single sheet with double-sided print. The brochure, folded in thirds, will facilitate placement in the holders used in the isles of these types of stores. The production can be in either black and white or color, depending on the stores specifications. The paper used will either be plain (if needed to cut the costs) or a slightly heavier weight depending on the customers request. Glossy paper will also be an option for production since the higher end stores may require a more professional look. Both the color reproduction and the heavier weight paper will add to the production costs. Images will be used, the number and size will also add to the production cost so will be kept to a minimum. Fortunately, this project will not need as many images since the process is not difficult. However, some images to show various the styles of crackle finish that can be achieved (small vs. large cracks) are needed.

The finished product will be easy to reproduce with options to keep costs at a minimum. This lower cost is needed by small stores, since the product will be free to the customers. The brochure will target a specific audience and does not need wide distribution throughout the store; this will also help keep the cost to a minimum. This brochure can also be produced in color, on various weight paper, per the customer's request. The design will be simple with easy to follow instructions aimed at the novice do-it-yourself decorator.

The quality of reproduction will depend on the store's specifications. The paperweight can start from 20lb up to 65lb. The printing can be in either black and white or color. For this project, I will use the color example. For a black and white version, the pictures may be different to facilitate visibility.

Depending on the quality and quantity needed, this brochure can be printed in-house for the lower quality and quantity options, or sent to a printer for higher quality or large quantities.

Color filled bar

Image: Picture of finished product.

Color filled bar

Image: watermark

Copyright statement

Color filled bar

Design Series:
Decorative
Painting
Techniques

Crackle Finish

Image:
Example of
Crackle Finish

Color filled bar

Instructions: step by
step

Image to follow each
step

Instructions: step by
step

Image to follow each
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Color filled bar

Instructions: step by
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Image to follow each
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Instructions: step by
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Image to follow each
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Image to follow each
step

Design Specifications

Fonts:

Century Gothic

Brochure title – 18 pt

Brochure subtitle – 28 pt

Text – 11 pt

Times New Roman:

Copyright information – 8 pt

Images:

Front Cover – crackle.jpg

Page 1 – rxr2012_4figA_cracklefinish_e

Page 2 – colorfan.jpg

figa.jpg

Page 3 – figb.jpg

figc.jpg

Page 4 – finished.jpg

cracklesample.jpg

d12_7_ca_key_d.jpg

op|312_1d_e.jpg

Back Cover – paint.gif (watermark)

This brochure will be printed in color. See design model for more options.

Reference List

Scripps Network, Inc. (2004). Crackle Finishes and Antiquing Hardware. Retrieved September 9, 2004, from

http://www.diynet.com/diy/cr_faux_finishes/article/0,2025,DIY_13754_2270089,00.html

All images are from

<http://www.diynet.com>

<http://www.hgtv.com>

Self-Critique

The things I like about the digital model are the colors, the font family, and the front and back cover. What I question is the balance between the copy and the images. I have the most questions about page four's balance. If I size the finished image larger to fill the page it becomes to distorted to really see, however, using the other images to fill what would be far to much white space doesn't seem to be what I want either. I spaced the images between the copy that dealt with that image, should I have added more images between the copy and not worried about having the finished image on page four?