

National Museum of the American Indian Visitors Guide

Design Model

The purpose of this project is to create a brochure to give details about Smithsonian's National Museum of the American Indians located in Washington, DC. This brochure will be aimed at first time visitors to the new museum.

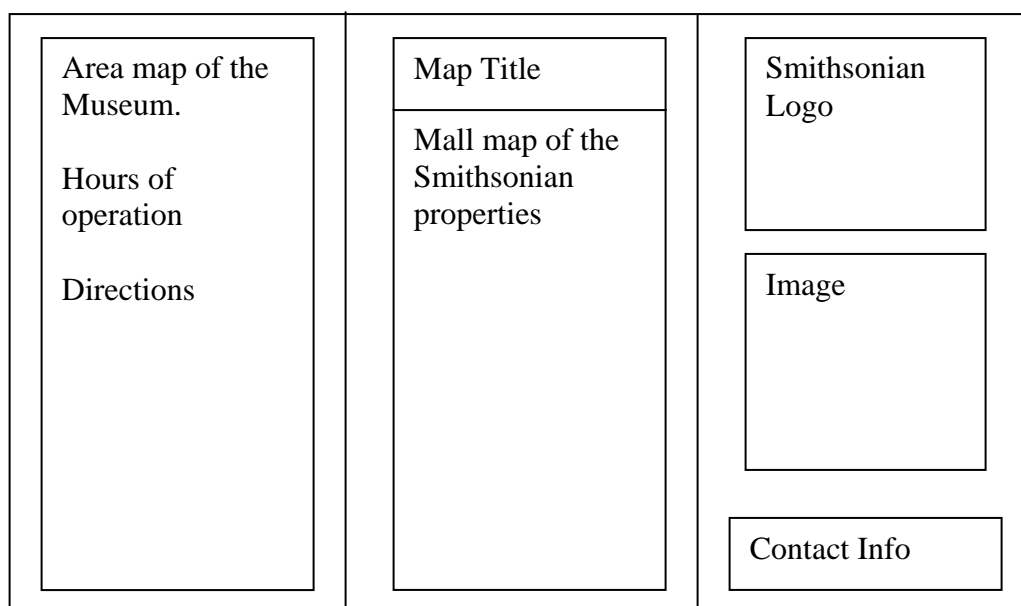
The format will be a three-panel brochure produced on an 8 1/2" x 11" paper. This product will be a single sheet with double-sided print. The paper will be a heavier stock to allow for rougher handling. Glossy paper will be used to present a professional appearance. The brochure will be published in full color using full color illustrations and will be a high quality production.

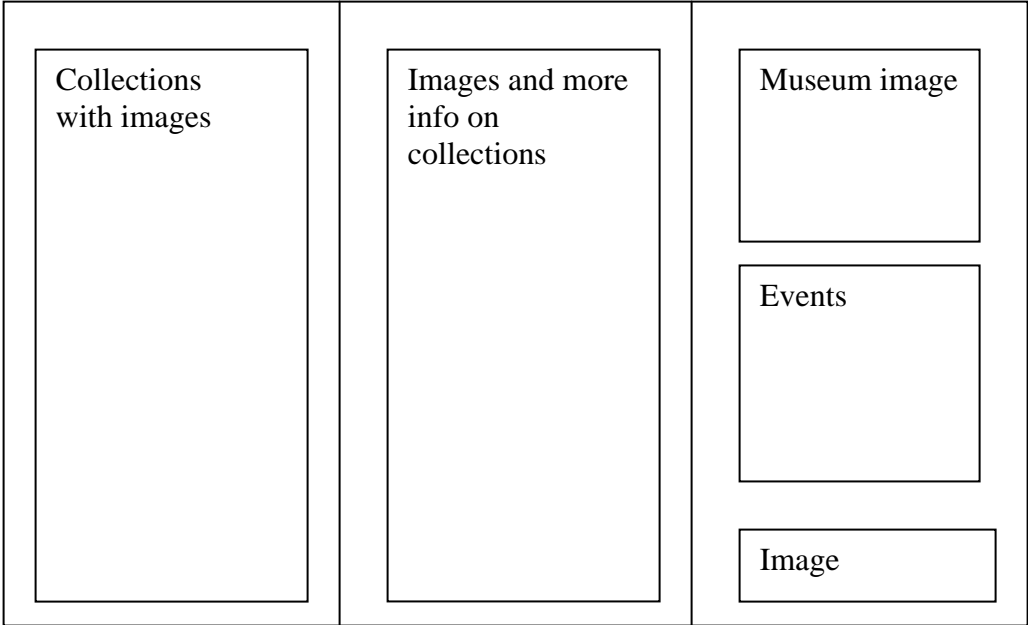
The brochure will use colors that are in use by the Smithsonian at this time. The colors, logos, and information will follow the Smithsonian Website.

This type of delivery will allow for illustrations, maps, directions, but also text with information on the attractions of the museum. The brochure, folded in thirds, will be small and convenient for tourists to carry and use as a means of information. This is a large project and will require a professional printing company with the ability to handle large quantity jobs. The printing company will be required to print the brochure in a high quality manner with the ability to produce large quantities with a quick turn around time.

The finished product will target tourists and needs to be general in approach since this brochure will be distributed nation wide to attract visitors to the museum. Since this brochure will be the main form of information in print format, it will need to be appealing and inviting to draw tourists to the attraction.

Page 1





Design Specifications

Font:
Georgia 10, 12, and 14 pts
Body Text – 10 pt
Subheadings – 12
Headings – 14

Images:
All images will be from the Smithsonian Web site

This brochure will be printed in color.

Self-Critique

I seem to have all the elements, however, the brochure seems to busy. I needed much more white space. If I were to do a final deliverable, I would clean up the text portion and add more white space. The panels with the Directions and the Smithsonian museums map also seem a bit crowded. In this instance, I'm not sure how to fix this. The information needs to be there, but I would like the layout to be better.