

Tri-Fold Brochure

NAME: _____

Assignment: Design a Tri Fold Brochure for either a company you can research or Central Valley High School. Images will be edited using Photoshop or illustrator. Final project will be executed in Illustrator. These will be printed off and folded to check on layout and measurement. Be sure you read through the handout to find the information that should be included on each panel of your trifold brochure.

Grading Rubric

(25 Points Total)

Categories	Points
Originality – 5 points Your brochure needs to have originality. This means you can't simply download a picture off the internet and place it on your brochure as the main point of focus. You may however download images and edit or add effects that we have worked with so far this year to modify the image.	
Panels Display Level of Importance (Panel 3) – 5 points Panel 3 should include the most important information for the brochure.	
Panels Display Level of Importance (Panel 1 and 2) – 5 points Panels 1 and 2 are the eye catchers.	
Panels Display Level of Importance (Panel 4) – 5 points Panel 4 should include the secondary information.	
Composition – 5 Points Composition is the manner pieces or components are combined and arranged visually to tell a story. Proper composition considers alignment, grouping, placement, space, and visual flow within a layout. Once a proper audience and purpose have been determined then composition, components, and concept can encompass that identified purpose allowing a successful design.	
Total Points	