



Brochure (Rack card) Project

Objective: For this project you will photograph images and design a brochure for the CTE (Career Technology Education) Department.

Due Date:

Requirements:

1. Rack cards size 4.25 X 9.25 (There will need to be a "bleed" of .25 of an inch for any colors that go up to the edge. Don't put and text closer than .25 inch from any edge.)
2. Images need to communicate about the classes available. Students should be in many of the images and should be diverse.
3. Information from old brochure.
 - a. CTE.jpg on the phsphoto website
4. Use Photoshop to create the layout of the brochure.
5. Printed out on high quality paper and printing.
6. Both sides matted on a 11x14 mat board.
7. Contact sheet with all the images produced.
8. Memo

Memo: Using the Memo Style answer the following questions.

1. What criteria did you use to make decisions as to what information to use in the card?
2. When you chose the imagery for the card what images would you have photographed if you could have that you were not able to?
3. What did you learn from this project that may be of help in any career or job you might have in the future.

Grading Criteria:

A. Exposures-	10 pts.
B. Requirements for the project -	10 pts.
C. Quality of the layout-	10 pts.
D. Final Presentation of the work-	5 pts.
E. Effort-	5 pts.
F. Memo-	5 pts.
G. Correct grammar and spelling-	5 pts.

Keep in mind that you are in Commercial II class now. Make sure the quality of your work shows it.

Total Points Possible: 50 pts.