

Due Date:

Sunday, May 31st

Brief

You will create a tri-fold brochure that is intended to advertise and promote your travel and tourist attraction. The brochure serves as a promotional piece that provides the user with basic information about the location, such as: special events, exhibits, and attractions; operating hours; history/context of the location; operating hours/booking/ticketing information, etc.

From the list provided, you select a local/regional attraction to create a brochure for. Using your creative brief worksheet, you will collect information and content for the brochure by working from information that is found on their website. You will work within their existing branding to create the brochure. You should keep your target audience in mind throughout the development process.

Brochure Specs

- 8.5" x 11" Tri-Fold Brochure with 1/4" bleed; use provided template
- Use 3-4 images
- Use no more than 2 fonts (use type families for versatility)
- Minimum 1/4" margins (this is set up in the template)
- Must use Character and Paragraph styles in InDesign

Brochure should feature:

- Attraction name/logo (work with existing)
- Imagery that showcases/highlights the attraction
- A headline/call to action
- Existing tagline (if they have one)
- Events, exhibits, tour attractions
- Operating hours
- Ticketing/special event information
- Contact information (map if applicable)
- Use icons/vectors when/if necessary
- A color scheme that fits tone/nature of the attraction
- Typography that fits tone/nature of the business

Deliverables

- Layout Sketches
 - Uploaded as JPEG
 - Good quality phone shot or scanned
- Creative Brief Worksheet
 - Uploaded in BB
- Final Brochure Design
 - Packaged InDesign File (uploaded to Google Drive)
 - PDF File (BB)

Output/File Prep

- 8.5" x 11", 2 page tri-fold, CMYK
- Packaged InDesign File + PDF

Technical Concerns

- Does this speak to the target audience? Is it appropriate for the target audience?
- Does this utilize a good visual hierarchy?
- Is it inviting and easy to read?
- Does it make the best use of images and illustrations?
- Does it clearly highlight the attraction?
- Do the colors/fonts make sense with the subject of the attraction?

[Brochure Example/details on next page>>](#)

Inside of Brochure

DARE TO EXPLORE

POMPEII: THE EXHIBITION

A volcanic eruption in 79 AD buried the Roman city of Pompeii with more than 150 authentic artifacts and engaging interactives.

A NEW MOON RISES

See the moon as you've never seen it before! This compelling collection of images displayed like works of art reveals that our nearest and most familiar celestial neighbor is both strikingly beautiful and still full of mystery.

OMNIMAX® THEATER

Five stories high - with hundreds of stories to share. At the Saint Louis Science Center OMNIMAX® crystal clear images projected on our five-story, 79-foot-diameter dome will fill your entire field of vision.

MCDONNELL PLANETARIUM

Marvel as the world's best optical-mechanical star projector simulates the most realistic night sky on our 24-meter dome. Relax, discover and explore with dome. Relax, discover and explore with dome. Relax, discover and explore with dome. Relax, discover and explore with dome. Relax, discover and explore with dome.

STAR PROJECTOR

The StarBay's most amazing feature is the central open area dominated by our ZEISS UNIVERSARIUM Model IX. The UNIVERSARIUM projects more than 9,000 stars and deep sky objects onto a 24-meter dome, creating a brilliant star field.

STARBRIDGE

The StarBridge, located on the Planetarium's highest level, focuses on the navigation and operations essential for life in space. Exhibits demonstrate the roles that communication, astronomical research, power and exploration play in maintaining a space station.

1. Clearly defined headers
2. Sub Headers
3. Body copy

Clearly highlights and explains attractions and/or exhibits

CONNECT WITH CURIOSITY

Welcome to the Saint Louis Science Center. To all the worlds inside it, big and small. To atoms and oceans, sand and stardust, dinosaurs and dark matter.

The Saint Louis Science Center is yours: free to enter, to experience, to shape, to share. Visitor support through our ticketed attractions, such as OMNIMAX® Theater films, James S. McDonnell Planetarium shows, rides, simulators, and special attractions add to the experience.

Oakland Entrance
5050 Oakland Avenue
St. Louis, MO 63110
314.289.4400

McDonnell Planetarium Entrance
Clayton Ave. at Faulkner Dr.
in Forest Park, across the 64/40 Skybridge from our building on Oakland

Hours
Monday - Saturday:
9:30 AM - 4:30 PM
Sunday:
11:00 AM - 4:30 PM

More info at slsc.org



Front/Back of Brochure

Clearly marked headers with a call to action

Welcome/general informational panel

Visually interesting cover with dynamic imagery; logo with tagline; misc. info