his project is an opportunity to design a performing arts center brochure.

OBJECTIVE: To create a brochure that gives a look and feeling to the performing arts center brand. The brochure should provide the target market with information about the events scheduled over 1 or 2 seasons at the performing arts center of your choice. In addition, the brochure should that captures the attention of the demographic while depicting the nature of the respectable and large center.

GRAPHIC DESIGN SKILLS: Formal elements of design such as focal point, hierarchy, eye flow (continuation), unity through grids, balance using negative and positive space.

TYPOGRAPHIC CONCEPTS: Typographic rules, leading, kerning, alignment, use of serif, sans serif, and script type faces. Using classic typefaces or typeface that communicate a style, purpose or message.

COMPUTER LAYOUT SKILLS
INDESIGN: Tools & techniques all related to page layout:
Grids, drop caps, pagination, columns, master pages, gutter width, text wraps, paragraph styles, character styles, kerning, leading, sizing images, quotes, etc..

STYLE:
You want to make sure your brochure is readable and reflects the style and target audience of your center. Look at the other performing arts center brochure examples and see what has been done and what you can do.

FINAL PRODUCT

BROCHURE:
PAGES: This depends on how many events are designed on a page or spread. You must have at least 14 events. The page count should be in sets of 4’s. So, for example, you can not have 15, 22, or 34 pages. The pages must be able to be divided by 4 as whole numbers.
Example: (4, 8, 12, 16, 20, 24, 28, 32, 36, 40, 44, 48, 52, 56, 60,....)

CONTENT:
14 events
Order Form & Seating Chart
Contents Page
Map & Directions
Calendar page
Price & Subscriptions
How to Order

SIZE:
The size should be a standard size. So measure out some of the sizes in the examples shown in class. It can not be 8.5 x 11 or 5.5 x 8.5. Here are some sizes:
6 x 9 or 9 x 6
9 x 9.5
6 x 10.5
6 x 11
6 x 7.75
6 x 8.25
5.75 x 9
7.5 x 9.5
8.75 x 8.75
9 x 11
9.5 x 8.75
(These are all in inches)
ART 356: COMPUTER PUBLISHING

BROCHURE DESIGN ASSIGNMENT
BROCHURE DESIGN ASSIGNMENT

Create Your Own (CYO) Series

Through the Create Your Own subscription option, you can choose any combination of all seat events from our Pre-show Dinners, UIS Visiting Artists Series, UIS Visiting Writers Series, UIS Public Affairs Center, and UIS Outreach Performing Arts.

Pre-show Dinners

Dinners are on the day of the event and are available to all ticket holders. They are the perfect way to enhance your entertainment experience and indulge in fine cuisine. Each dinner includes a three-course meal with soft drinks, tax, and gratuity. Prices start at $25 per person. Tables are available on a first-come, first-served basis.

UIS Visiting Artists Series

Series includes the UIS Visiting Artists Series, single performance tickets, and subscription packages.

UIS Visiting Writers Series

Series includes the UIS Visiting Writers Series, single performance tickets, and subscription packages.

UIS Public Affairs Center

Series includes the UIS Public Affairs Center, single performance tickets, and subscription packages.

UIS Outreach Performing Arts

Series includes the UIS Outreach Performing Arts, single performance tickets, and subscription packages.

“Audition” Ticket Pricing

Tickets are available for $10 to any UIS student with a valid University ID. These tickets are on a first-come, first-served basis and are available at the UIS Ticket Office. If you do not have a valid University ID, you will be charged the full price of the ticket. Tickets are not refundable.

AUDIENCE SERVICES

ACCESSIBILITY

The Valley Performing Arts Center is committed to providing an accessible and enjoyable performance experience. Contact the Box Office at (919) 843-3333 to learn about our accessibility options.

LATE SEATING

All patrons are seated in the relative best available seating. Seating is available on a first-come, first-served basis. A cash bar is available. Seating is limited.

ELECTRONIC DEVICES

Electronic devices may not be used during performances. Please observe the guidelines set by the American Society for the Prevention of Blindness and the American Council of the Blind. All electronic devices must be completely powered down. Patrons are asked to silence all cell phones and electronic devices before entering the performance.

CAMPUS COMMUNITY

The Valley Performing Arts Center is a smoke-free environment. Smoking is not permitted on campus.

REMOVAL

In the event of a natural disaster, please follow the instructions provided by campus safety personnel. In the event of a bomb threat, please follow the instructions provided by campus safety personnel. If you suspect a bomb threat, please call the police immediately.

ALCOHOL AND DRUGS

The Valley Performing Arts Center is a smoke-free environment. Smoking is not permitted on campus. Alcohol and drugs are prohibited on campus.

Order Form, Ordering Information, etc
How to Order

Order by mail
Complete and send the attached order form to the address at right along with payment. Mail order payments are due in the office no later than Monday, June 28, 2010. Mail subscription order forms to Stephens Auditorium Ticket Office, ISU Student Union Box 4, 221 Waterside Drive, P.O. Box 624300, Ames, IA 50062-4300.

Order online

Information may be obtained online at www.stephensauditorium.org. Your order is recorded once you receive a confirmation e-mail and posted to your account for pickup at the box office.

Order by phone

Our friendly Box Office staff is ready to assist you.
Monday through Friday, 9:00 am to 5:00 pm (Central time)
(515) 294-6995

Order in person

Bring your subscription order form to the Stephens Auditorium Box Office, ISU Student Union, 221 Waterside Drive, P.O. Box 624300, Ames, IA 50062-4300. Hours are Monday through Friday, 9:00 am to 5:00 pm.

Patron Info

Accessibility Services
When planning your events, please be sure to inform our staff of your needs. These precautions are necessary in compliance with the Americans with Disabilities Act of 1990. If you require accommodations for hearing or visual impairments for any of our events, please call the Box Office at least one month prior to the event.

Programs and artists are subject to change without notice. Iowa State Center Ticket Office located on the north side of the main entrance to the Public Affairs Center with Wheelchair assistance – The Auditorium has several valet spaces available first come, first served at $8 per vehicle.

2012 AT A GLANCE

Artistic Director: Scott Przybylak

ART 356: COMPUTER PUBLISHING

BROCHURE DESIGN ASSIGNMENT

2012 AT A GLANCE

Jan. 1 Professional Band Gala Series
Jan. 19 Concert Series: Singable Melodies
Jan. 22 Concert Series: Singable Melodies
Jan. 29 Concert Series: You’re A Good Man, Charlie Brown
Feb. 5 Euphonium Concert
Feb. 12 Chamber Singers: The Lord’s Prayer
Feb. 19 Concert Series: Singable Melodies
Feb. 26 Viola Concert
Mar. 2 Chamber Singers: Shenandoah
Mar. 9 Chamber Singers: Shenandoah
Mar. 16 Chamber Singers: Shenandoah
Mar. 23 Chamber Singers: Shenandoah
Apr. 20 Modern Jazz Orchestra
Apr. 27 Chamber Singers: Shenandoah

ORDER FORM

Tickets: Bin Office Open:
Jan. 6, 2012

2012 AT A GLANCE

ART 356: COMPUTER PUBLISHING

BROCHURE DESIGN ASSIGNMENT

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