# ASSIGNMENT #10

## SOCIAL ISSUE

**PROJECT**

**PART THREE**:  For this assignment, you will design a folded brochure to promote **the social issue of your choice**. Brochures need to include informaiton about the social issue, as well as, a bar and/or pie chart with related statistics. Following are a few ideas of what you can include in your brochure:

*What is the social issue?*
*Background information/history?*
*Persuasion—why should your audience care about this
      social issue?*
*Statistics—bar or pie chart*
*Myths/facts?*
*Further information/URL links*
*Imagery/artwork*
*The Atlanta Coalition logo*

For images, you can look on www.gettyone.com.

**SPECS**

4-color process design

8.5" x 11" horizontal orientation
brochure must tri-fold

Use Adobe Illustrator and Photoshop to create the artwork; Adobe InDesign to layout the brochure

Save the all files into one folder called "lastname_a10".

**WHAT TO TURN IN**

Drop Box.

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**INCLUSIONS**

Brochure **cover panel** should include:
*social issue name*
*imagery/artwork*

**Back panel** should include, but is not limited to:
*The Atlanta Coalition logo and contact information*
*artwork/imagery, optional*

**Inside panels** should include, but are not limited to:
*detail information about the social issue, bar/pie chart.*

***You should include headlines for the various sections of information that you include. You will need to come up with these headlines.***

**POINTERS**

Create a visual hierarchy to help organize the information and artwork. Organize the information so that the viewer can move easily from section to section and understand what is being read.

Successful brochure designs have an inviting image on the cover to draw the viewer inside.

Brochure needs to be unified throughout — design elements, type faces, colors and style.

# SKETCHBOOK ENTRY

## SOCIAL ISSUE

**PROJECT**

**Part One:** Write down everything you know about the social issue that you chose.

**Part Two:** Research the social issue on the internet to confirm your thoughts. Consider a *definition/what your social issue is about; background information/history of your social issue; statistics that can be shown visually using a bar or pie chart.*

Be sure to write down the URL from which you find your information. You will need to site these in your brochure.