



ASSESSMENT BRIEF: Collection of Work 2

Module Title: **Desktop Publishing**
Module Code: **5N0785**
Assessment Technique: **Collection of Work**
Assessment Weighting: **12%**
Assignment Title: **Tri-fold Brochure Design**

Submission Date: _____

Candidate Name: _____

I confirm that the work handed up is my own original effort

Signed: _____ **Date:** _____

Note: All work produced must be your **original effort** (Plagiarism through the presentation of someone else's ideas, arguments, concepts or work as your own by failing to reference or acknowledge properly is a very serious offence – see Student Handbook for sanctions that may apply).



Scenario

You have recently been employed by a graphic design company 'Iconic Design'. As part of your job role you must create a **Tri-Fold Brochure**. The topic of the brochure is the seven basic employment rights of employees. This brochure will be used by the Galway Bay Medical Centre. Information on Employment Rights can be found on www.employmentrights.ie, reference any information you use from a website or another source in a bibliography. The company have requested that you design an original professionally designed document.

Assignment Details

1. Design Sketch

Provide a design sketch for your tri-fold brochure indicating the following design considerations:

- Colour scheme.
- Font scheme – titles and body text.
- Images – style and positioning.
- Borders – page border/text box borders.

2. Brochure Content & Layout

- Use a suitable desktop publishing package to create a tri-fold brochure.
- Use wordart and text boxes to add the information in the document attached.
- The design should include a suitable text logo for the company 'Iconic Design' and the Galway Bay Medical Centres' company name, address and contact details in a suitable position.
- Research and include images (clip art, word art or photograph's) to improve the presentation of the brochure.
- Include borders to enhance your design.

3. Draft Copy & Final Outcome

- Complete a draft copy of your tri-fold brochure design. Then print and annotate the document to indicate design improvements to be made and reasons for these changes.
- Finalise your document design by carrying out improvements to your draft copy.
- Provide a short evaluation of your brochure design.

4. Presentation

- Provide a colour printout of the finished document and a printout of the evaluation.
- Provide a PDF copy of the completed brochure.
- Provide a copy of your draft copy and finished document on electronic file.