Task GD04a – Promotional Leaflet for Harchester

INTRODUCTION/SCENARIO:

With the first stage completed the council would like to start to prompt the town around the county. It must make it clear what makes Harchester special over the bigger local towns.

TASK: You now need to design and produce a leaflet, which can be distributed to the surrounding areas. The leaflet must promote the town and include the new logo.

CLIENT: Harchester Council

Specification: 1. You must use the strong brand image you developed for the previous task.

2. You must produce a leaflet which can be delivered to the surrounding area promoting Harchester and which will be put on display in a range of public arenas.

3. The leaflet must have information about Harchester and what it has to offer.

4. You must include directions of how to get there and important contact numbers and details.

Outcomes: 1. Research on Leaflets and some product analysis

2. Rough designs with a development of one idea, which you have selected.

4. A range of design models for both leaflet and PoS. A final design/outcome.

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| Work to be submitted for assessment – Leaflet promoting Harchester | | |
| Area | Notes | Assessment |
| Research | Research on existing leaflets and do an analysis for the main features. Also do some technical analysis dealing with size, layout and production quality. | This is needed to inform your ideas both visually and with regards to the layout and presentation of the leaflet. So be selective when choosing one to analyse. |
| Ideas | Good range of different ideas must be evident, these must be produced using thumbnails to stimulate and ensure pace when creating possible solutions. | Using thumbnails will enable you to be effective. Remember, You must also show a range of techniques, as well as good digital techniques in your development and final leaflet and you must have a quality final version.  We need to see a range of techniques, both studio and digital.  You need to show initiative and work independently, with creativity to hit these top grades |
| Development | This is to be done by producing models, one rough, one colourway and one in paste up/mock-up. |
| Final Design | This must be a final mock-up in ICT which shows quality of finish and could be shown to a client. |

OUTCOMES:

A range of ideas to be presented to the council in a form of your choice

A clear final leaflet

EVIDENCE YOU MUST PRODUCE FOR THIS TASK:

Portfolio containing:

* records of relevant research, especially primary with supporting analysis
* progress journal/folder – your ideas/designs and experiments (how could you make your leaflet and PoS display more interesting?)
* annotation throughout – what skills, materials, techniques, process have been used and what messages are being communicated and how?

Models

* Final leaflet with mock ups (Rough, B/W 7 Colour sketch and paste up)

Key terms

**Thumbnail:** Small drawing made to help with design ideas. Thumbnails are not very detailed, and are produced quickly.

**Rough:** Larger drawing selected from thumbnail, containing more detail.





