

# American Stories

## Graphic Design Technologies: Project 5

### March 27

Due for class:  
feature item chosen  
Font/color studies

### April 1

Due for class: Have  
thumbnails of grid  
system(10), cover(10), and  
feature spread (10)

### April 3

Due for class: Images,  
logos, etc. ready to go

### April 8

Due for class:  
Pages 2-3.

### April 10

Due for class:  
Feature spread.

### April 15

Due for class:  
Pages 4-8

### April 17

Due for class:  
Pages 9-11

### April 22

Due for class:  
Cover

### April 24

Test

### April 29

Final critique!

The American Stories exhibition (National Museum of American History, Washington DC) displays iconic and well-loved artifacts that mirror the ways music, sports, and entertainment have played major roles in American life, shaping our national memory and often defining what is American to the nation and to the world.

Please design a brochure (or art exhibition catalog) announcing the exhibit and highlighting one particular item from this collection. The brochure should speak to the importance of the exhibit as a whole, but highlight one of the most interesting additions in a new way to draw in a new audience. The brochure should be exciting, yet not veer too far away from the Smithsonian's understated and intellectual branding.

#### MANDATORIES

One brochure with 12 pages (including cover). Some pages can be minimally designed, but a full description of the Smithsonian American Art Museum, the exhibit, the featured item, and the visitor info (found at the [http](http://www.si.edu) address below) must be included. Minimum dimensions are 5.5" X 5.5." (There are no maximum dimensions), but you can choose to use a vertical, horizontal or square format.

#### MANDATORIES

- one brochure with 12 pages (including cover).
- the Smithsonian National Museum of American History logo in eps format –(Does the Museum/ Smithsonian have brand standards (or a Visual Identity Program) available for download?)
- full description/explanation of the Smithsonian American History Museum
- a spread on your chosen/featured item
- a map
- "Visitor Information" section
- a cover printed on cover stock
- a grid system to organize the pages
- a consistent color and font scheme.

#### DUE

Booklet, stapled or bound in another manner. Minimum dimensions are 5.5" X 5.5." (There are no maximum dimensions), but you can choose to use a vertical, horizontal or square format.

Font and color study for the brochure.

Digital files submitted to me—packaged InDesign files.