

GRAPHIC DESIGN

PROJECT 2

Project Title Airline Brochure

PROJECT DESCRIPTION

For this project you are to create a brochure for your airline. You will not be able to use photos from the web unless they are High Resolution (300 dpi or more). You may use your own photography or look to stock images sites such as Getty Images (gettyimages.com), iStockPhoto (istockphoto.com), or Free Images (freeimages.com). You will also be developing two versions for your brochure, one for print and one for web (*an interactive PDF*).

CONTENT: Your text will be from the 1000 word report you will need to write consisting of information that travelers may read to entice them to take to the skies with your airline. These can include a variety of destinations (*a minimum of 6 destinations is needed*), from this I would recommend gathering information on your featured travel destinations including but not limited: history, weather, entertainment, sports, nightlife, and hidden gems (*something that can only be found in that location i.e. for Paris it would be something like the Eiffel Tower*).

SIZE: Print will be: 10 x 7 inches (20 x 7 inches open). You may choose a different size if you have a reason.

For your web version you will need to design the interactive PDF for 1024 x 768 pixels.

BINDING: Use one of the following binding methods:

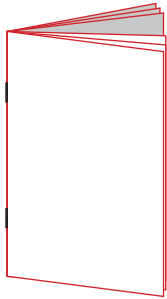
- Saddle Stitch
- Perfect Binding
- Case Binding
- Side Stitch
- Side Sewn
- Screw and Post
- Tape
- Spiral

Mind you if you wish to have these sent out to be printed and published by a third party vendor like Blurb.com that is permitted. Your book size may vary in this case as to what is available from said vendor which is also fine.

FINAL: Bring **TWO** copies of your bound book to the final review. The finals need also be saved in PDF format and uploaded to the class' Blackboard group. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - Class - ProjectNumber > *FLastname-ART217-Project2.pdf*

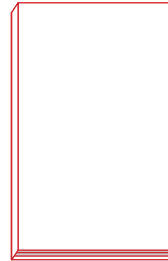
COMMON BINDING STYLES

Binding styles have standard names that should be used when communicating with printers and binderies. Following is a list of some of the most common styles and their names.



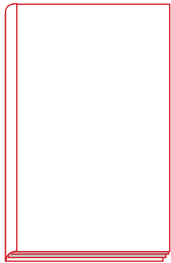
SADDLE STITCH BINDING

Cover and signatures are nested one within the other and hung over a chain or “saddle.” Covers and signatures are wire stitched (stapled) at the center of the spine, and then trimmed.



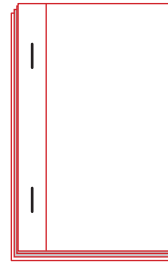
PERFECT BINDING

Signatures are gathered in a stack rather than nested. Melted adhesive is applied along the spine edges of the pages. The cover is applied while the glue is hot/wet and wrapped around the book. The book is trimmed on a three-knife trimmer.



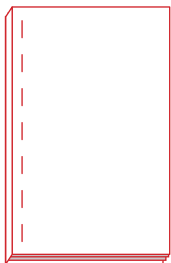
CASE BINDING (SMYTHE SEWN)

Gathered signatures are assembled and sewn along the spine. The sewn book block is then glued on the spine and trimmed on three sides. The case is held to the book block by endsheets attached to the first and last signatures and glued to the inside.



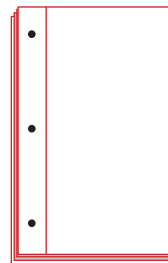
SIDE STITCH BINDING

Cover and individual pages or signatures are collated and assembled into a stack and then wire stitched (stapled) at the bound edge.



SIDE SEWN BINDING

Cover and individual pages or signatures are collated and assembled into a stack and then holes are punctured through the stack with an awl. The book block is then sewn with book binding thread in a variety of styles. Also known as Japanese Stab Binding or Stab Stitch Binding.



SCREW AND POST BINDING

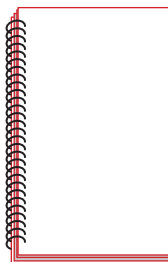
Cover and signatures or individual pages are collated and assembled in a stack and trimmed on all sides, then drilled and fastened together with posts held on by screws. Screws can be unscrewed to add or remove pages as needed.

Great for creating Portfolio Books because the ability to edit the “bound” book.



TAPE BINDING

Signatures and covers are assembled, collated, and trimmed on all sides. A strip of flexible cloth tague that contains glue is applied on the edges of the spine and heated. The glue melts and spreads, gluing the covers and signatures together.



SPIRAL BINDING

Trimmed covers and individual pages are assembled, collated, and held together by a spiraled piece of wire or plastic, wire or double wire inserted into drilled holes. Other variations included Double-Loop Wire Binding, Plastic Comb Binding and Ring Binding.