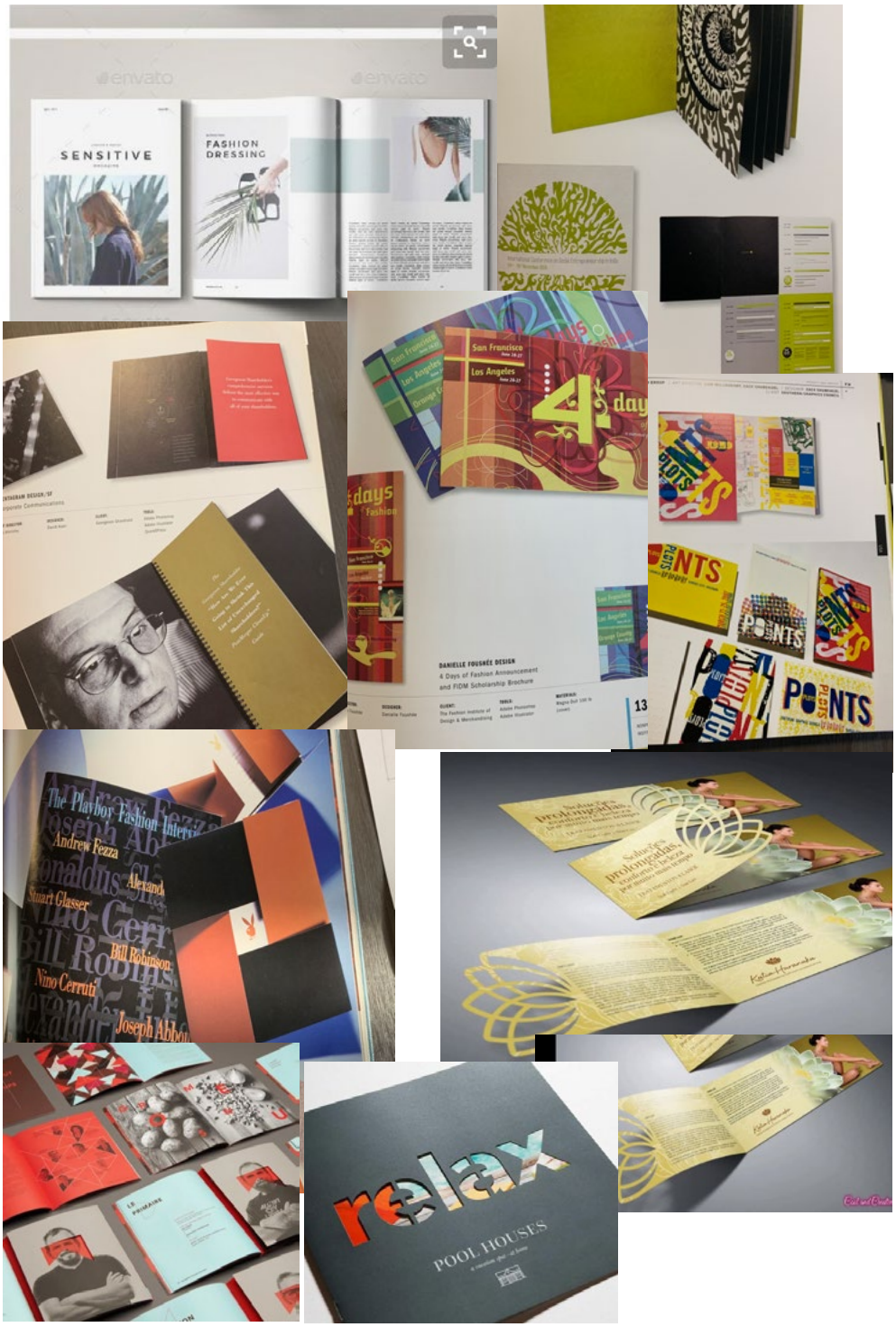
PROCESS BOOK
BROCHURE DESIGN

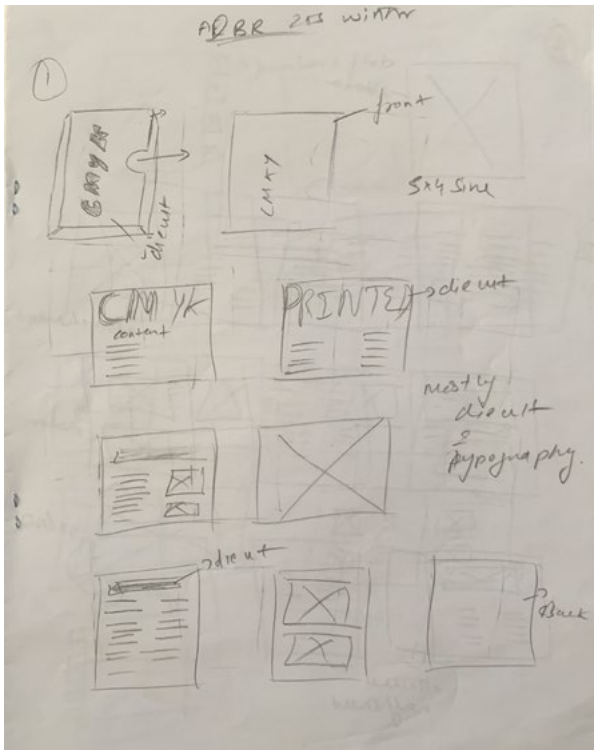
Table Content

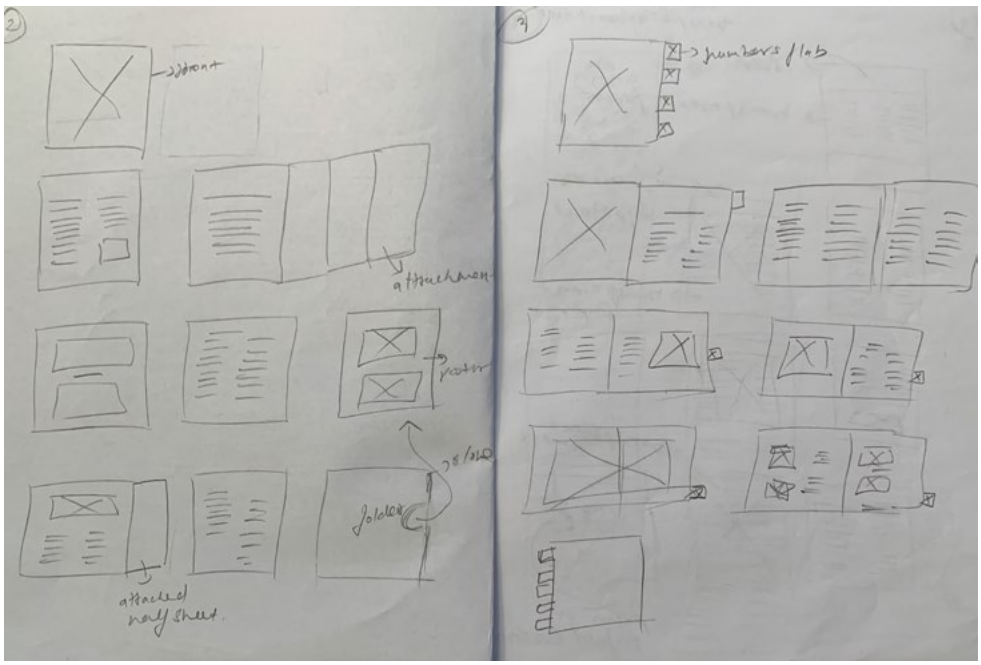
Moodboard	1
Develop 12 booklet thumbnail sketches for brochure designs	2- 5
Type specimen	6
Selented typeface	7
Digital Ideas	8- 12
Dummies	13- 17
Final Work	18- 20
Conclusion	21

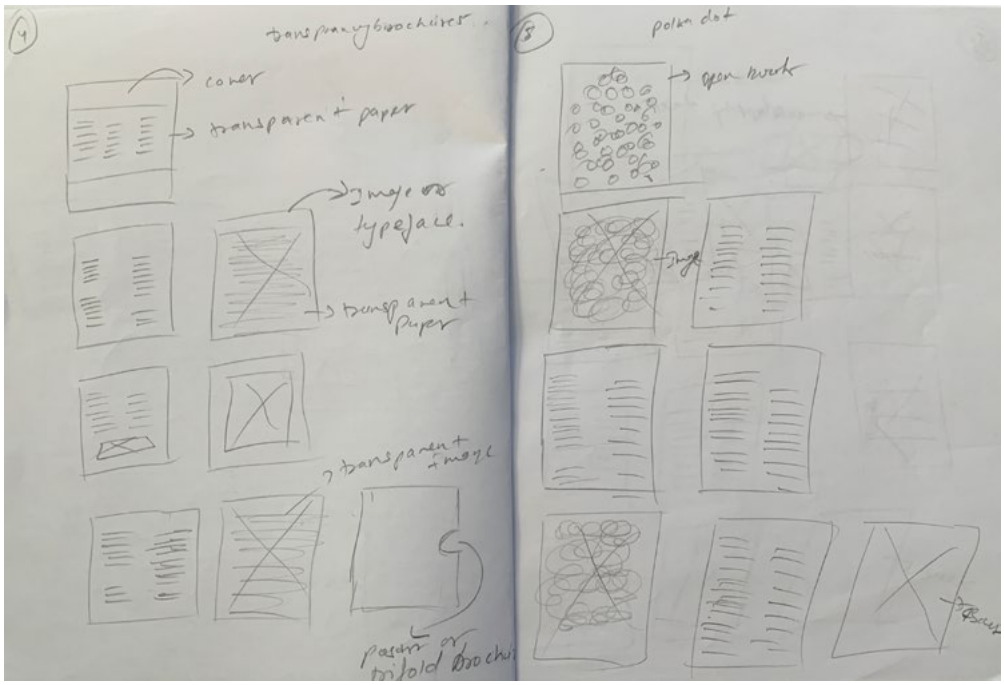
MOODBOARD FOR BROCHURE DESIGN

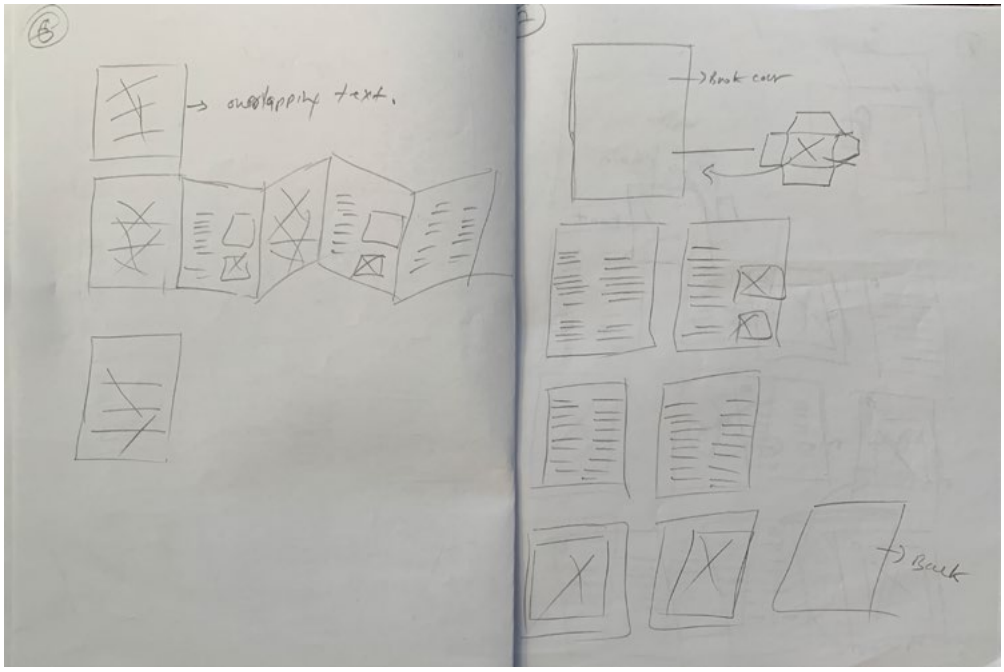


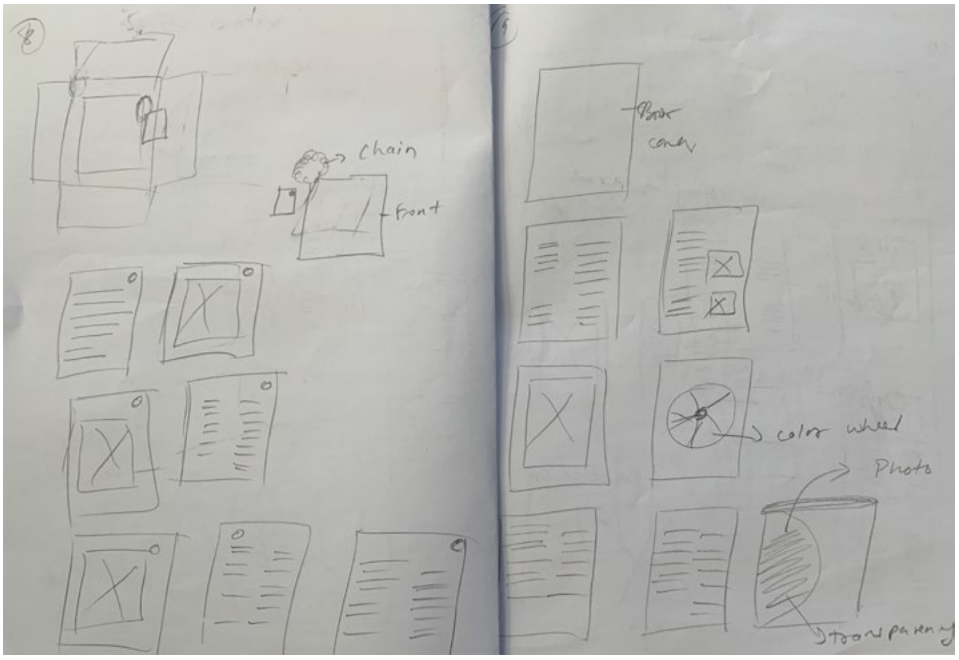
Develop 12 booklet thumbnail sketches for brochure designs






4
transparency brochures
cover
transparent paper
image or typeface.
transparent paper
transparent image
paper or trifold brochure
3
polka dot
open work
image
Back


overlapping text.
Back cover
Back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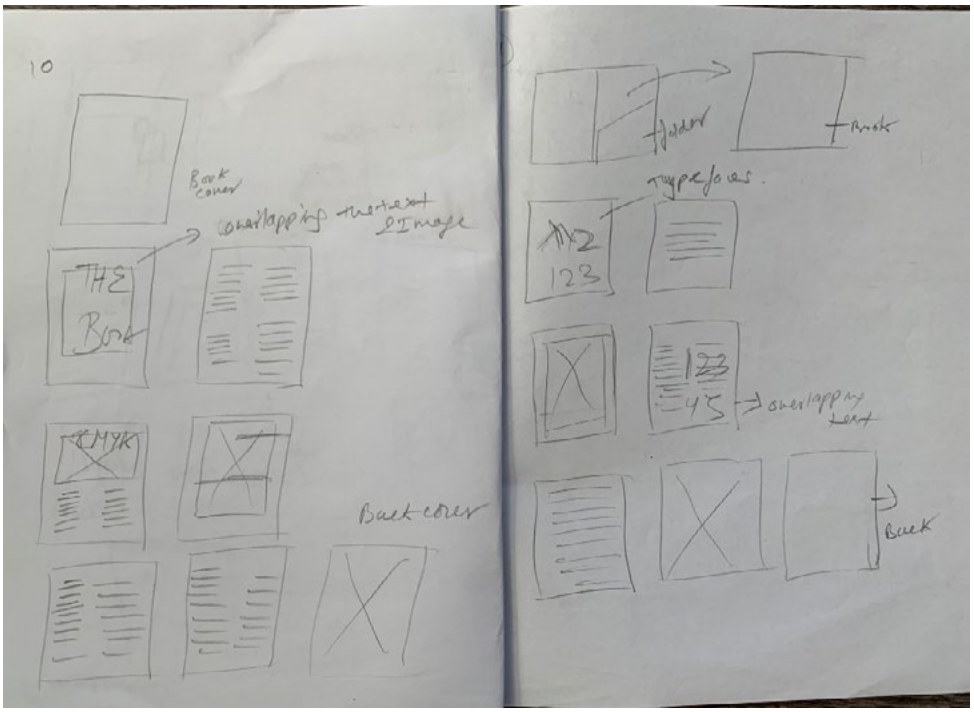
Chain
Front
Book cover
color wheel
Photo
Transparency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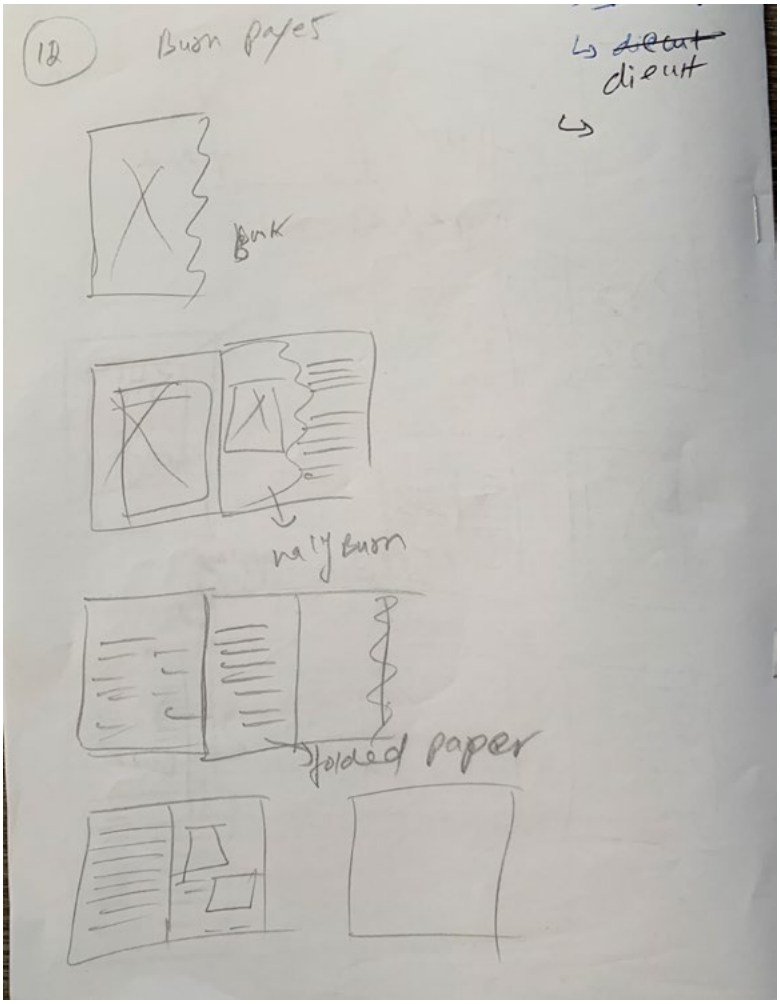
Book cover
overlapping the text & Image
THE Book
CMYK
Back cover
folder
Book
Typefaces.
123
45
overlapping text
Back


12
Burn pages
dieut
Burn
nally burn
folded paper

Type specimen

Modernity of CMYK Helvetica

Modernity of CMYK Helvetic Bold

Modernity of CMYK Adobe Garamond pro

Modernity of CMYK Adobe Garamond pro

Modernity of CMYK Baskerville

Modernity of CMYK Baskerville Bold

Modernity of CMYK Avenir

Modernity of CMYK Avenir Medium

Modernity of CMYK Avenir Book

Modernity of CMYK Avenir Heavy

Modernity of CMYK Arial bold

Modernity of CMYK Arial regular

Modernity of CMYK Futura Bold

Modernity of CMYK Futura Medium

Modernity of CMYK Apple Chancery

Selented typeface

For the title and heading is Avenir book and Avenir black. And Arial black regular for single alphabet.

Arial black regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f j h i j k l m o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Avenir book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f j h i j k l m o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Avenir black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f j h i j k l m o p q r s t u v w x y z

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Helvetic for citation and color code is #d3272a

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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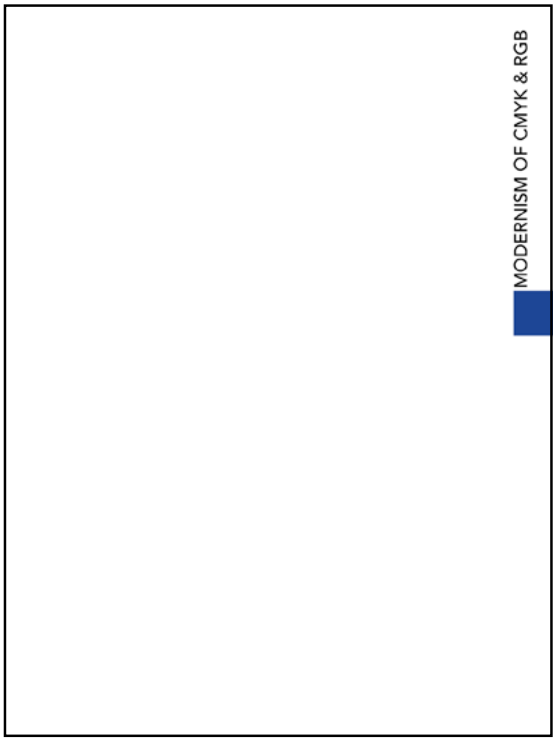
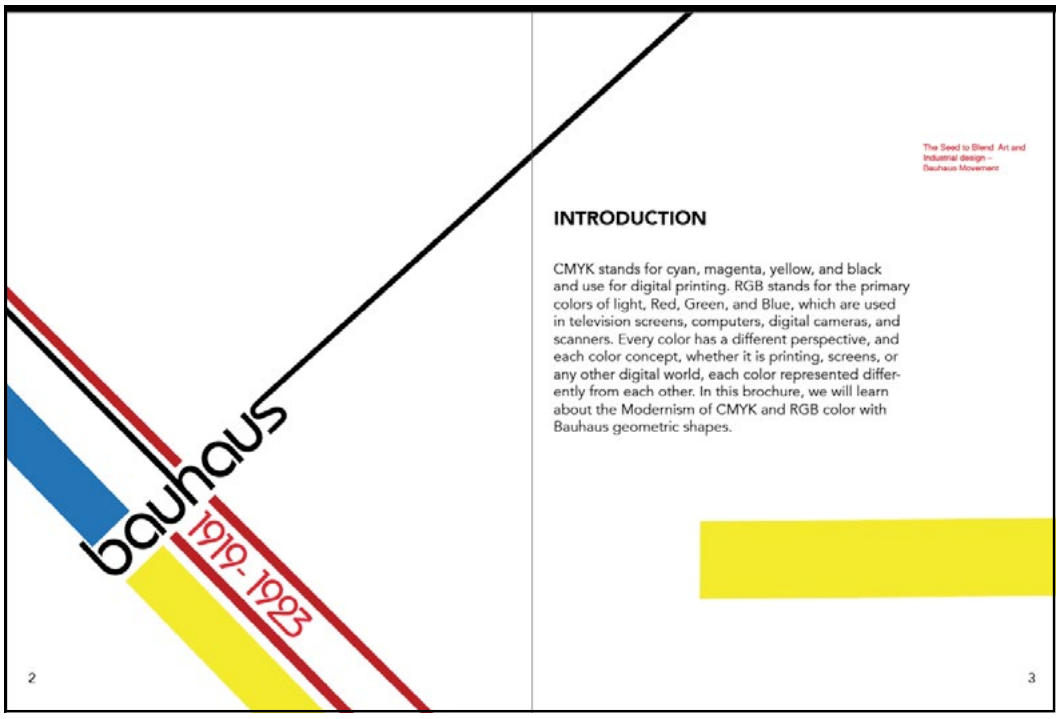
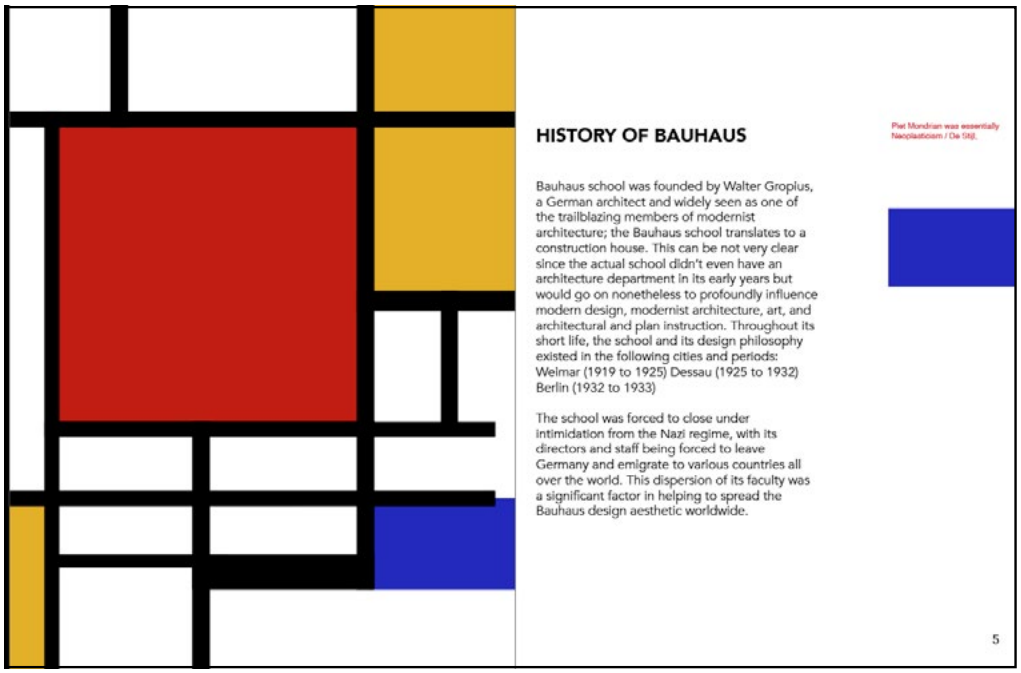
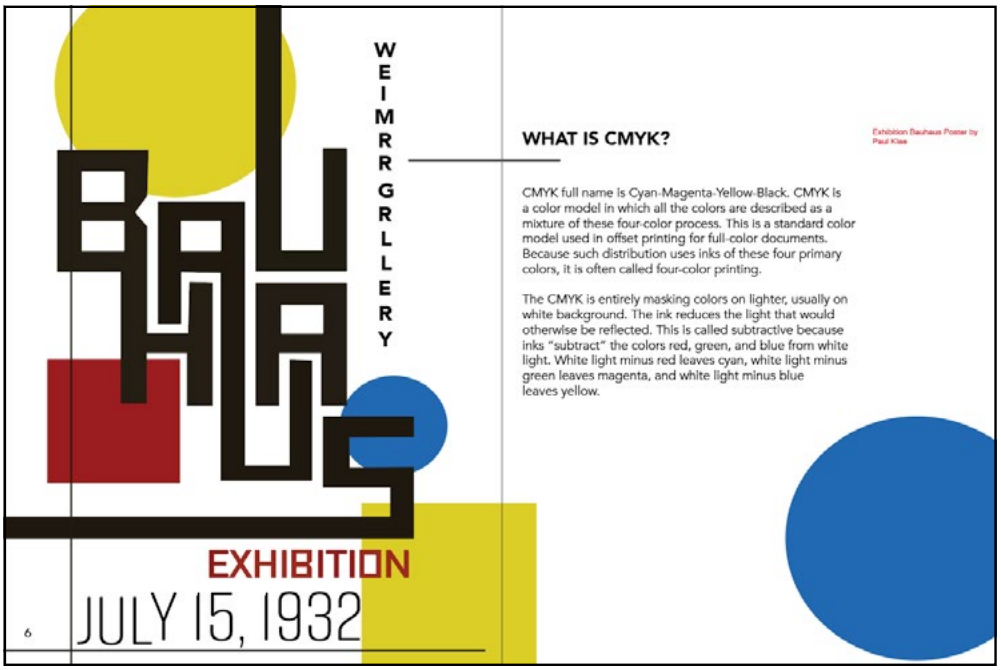
Digital Ideas

Idea 1






HISTORY OF BAUHAUS
Piet Mondrian was essentially Neoplasticism / De Stijl.
Bauhaus school was founded by Walter Gropius, a German architect and widely seen as one of the trailblazing members of modernist architecture; the Bauhaus school translates to a construction house. This can be not very clear since the actual school didn't even have an architecture department in its early years but would go on nonetheless to profoundly influence modern design, modernist architecture, art, and architectural and plan instruction. Throughout its short life, the school and its design philosophy existed in the following cities and periods: Weimar (1919 to 1925) Dessau (1925 to 1932) Berlin (1932 to 1933)
The school was forced to close under intimidation from the Nazi regime, with its directors and staff being forced to leave Germany and emigrate to various countries all over the world. This dispersion of its faculty was a significant factor in helping to spread the Bauhaus design aesthetic worldwide.
5


WEIMRRGRLLERY
BAUHAUS
EXHIBITION
JULY 15, 1932
6
WHAT IS CMYK?
Exhibition Bauhaus Poster by Paul Klee
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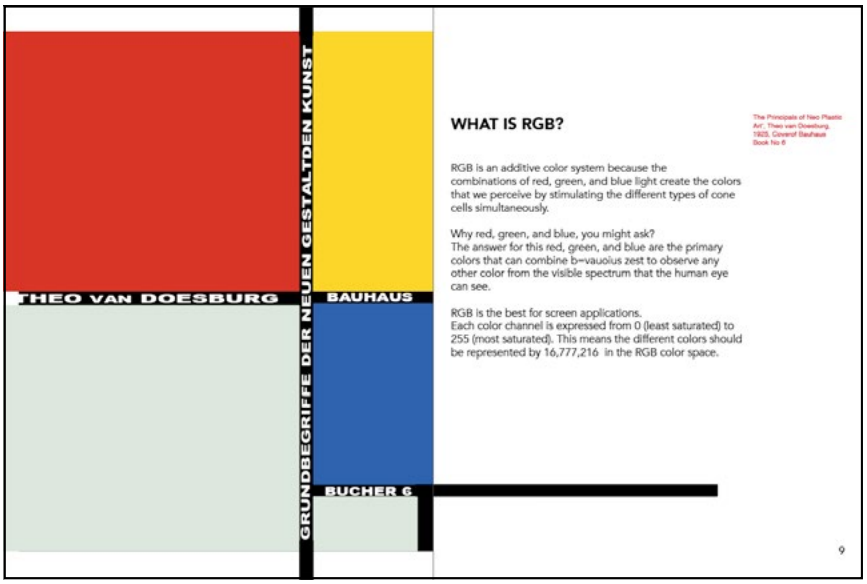
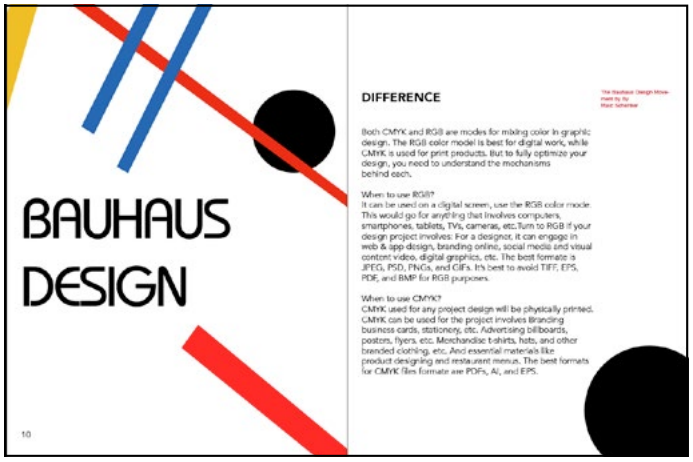

THEO VAN DOESBURG
BAUHAUS
GRUNDBEGRIFFE DER NEUEN GESTALTDEN KUNST
BUCHER 6
WHAT IS RGB?
RGB is an additive color system because the combinations of red, green, and blue light create the colors that we perceive by stimulating the different types of cone cells simultaneously.
Why red, green, and blue, you might ask? The answer for this red, green, and blue are the primary colors that can combine b=vauolus zest to observe any other color from the visible spectrum that the human eye can see.
RGB is the best for screen applications. Each color channel is expressed from 0 (least saturated) to 255 (most saturated). This means the different colors should be represented by 16,777,216 in the RGB color space.
9


BAUHAUS
DESIGN
DIFFERENCE
Both CMYK and RGB are modes for mixing color in graphic design. The RGB color model is best for digital work, while CMYK is used for print products. But to fully optimize your design, you need to understand the mechanisms behind each.
When to use RGB?
It can be used on a digital screen, use the RGB color mode. This would go for anything that involves computers, smartphones, tablets, TVs, cameras, etc.Turn to RGB if your design project involves: For a designer, it can engage in web & app design, branding online, social media and visual content video, digital graphics, etc. The best formats is JPEG, PSD, PNGs, and GIFs. It's best to avoid TIFF, EPS, PDF, and BMP for RGB purposes.
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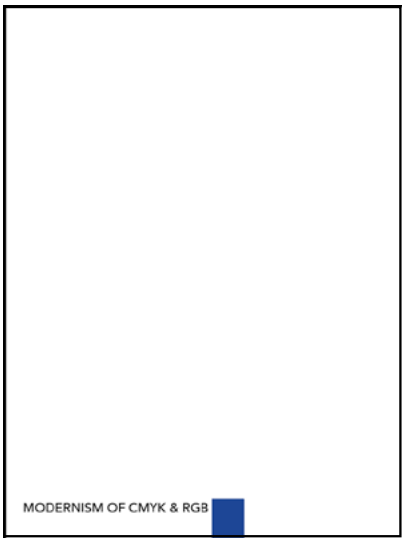
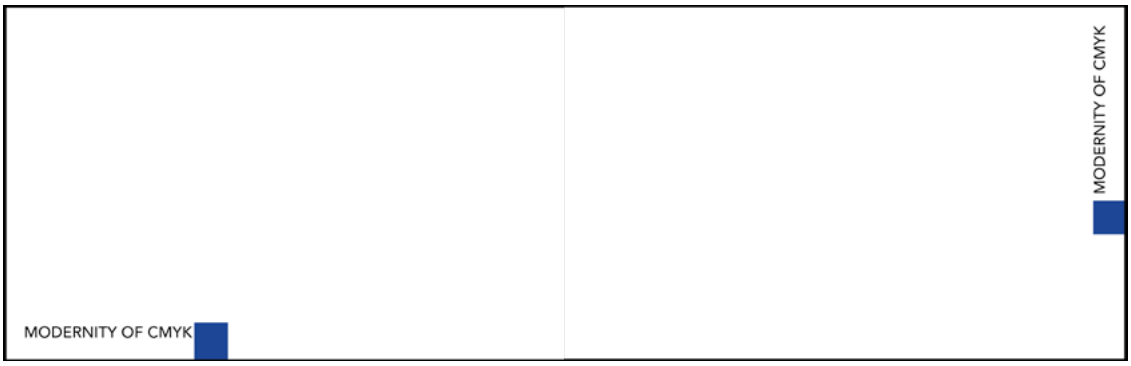
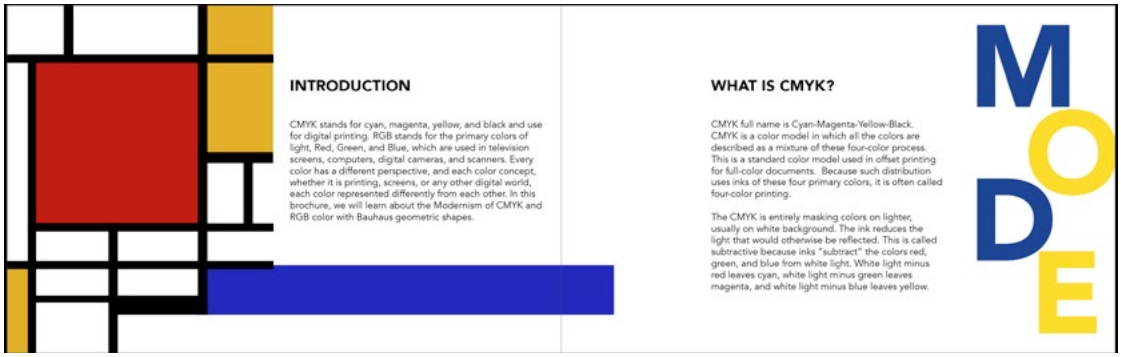
10


MODERNISM OF CMYK & RGB

Idea 2


MODERNITY OF CMYK
MODERNITY OF CMYK


INTRODUCTION
CMYK stands for cyan, magenta, yellow, and black and use for digital printing. RGB stands for the primary colors of light, Red, Green, and Blue, which are used in television screens, computers, digital cameras, and scanners. Every color has a different perspective, and each color concept, whether it is printing, screens, or any other digital world, each color represented differently from each other. In this brochure, we will learn about the Modernism of CMYK and RGB color with Bauhaus geometric shapes.
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WEIMRRGRLLERY
BAUHAUS
EXHIBITION
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RNITY

bauhaus
1919-1923
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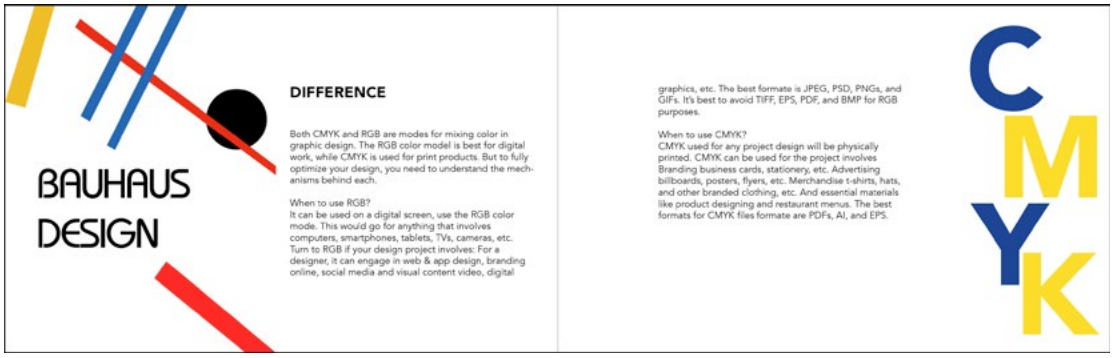
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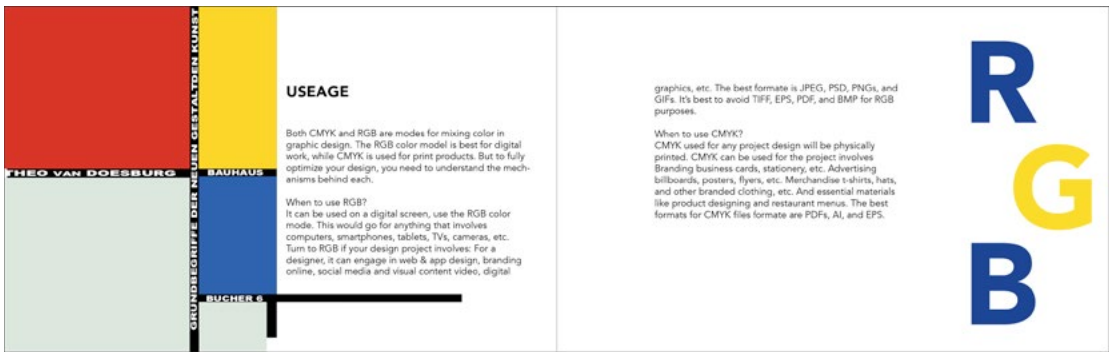
THEO VAN DOESBURG
BAUHAUS
GRUNDBEGRIFFE DER NEUEN GESTALTDEN KUNST
BUCHER 6
USEAGE
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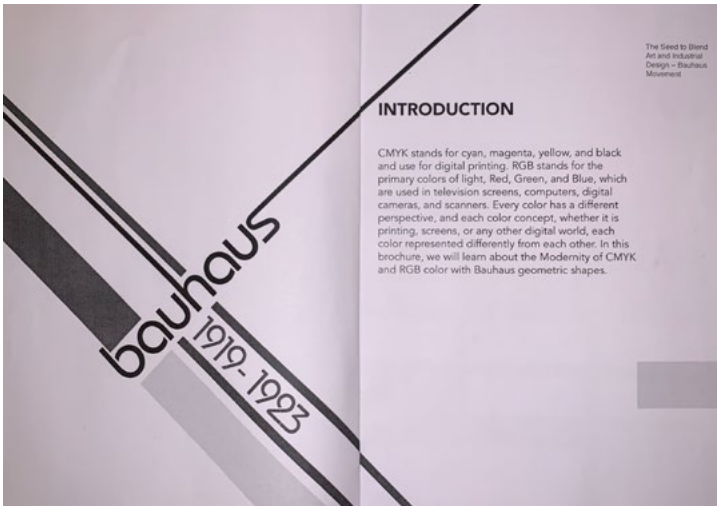
R
G
B

MODERNISM OF CMYK & RGB


bauhaus
1919-1923
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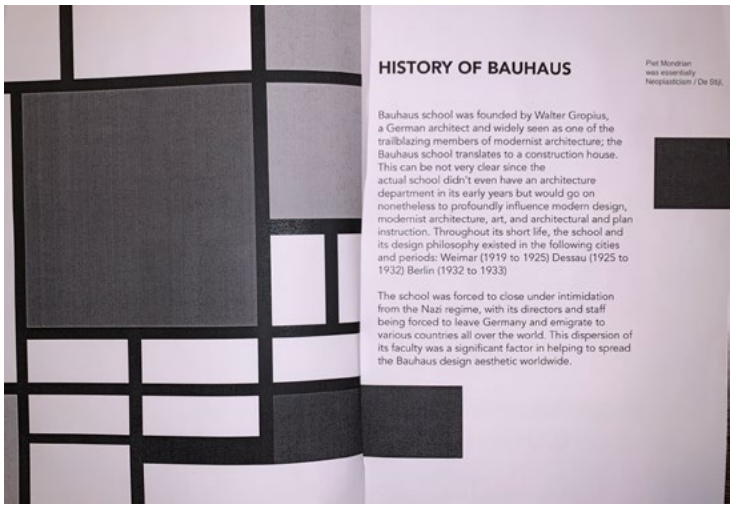
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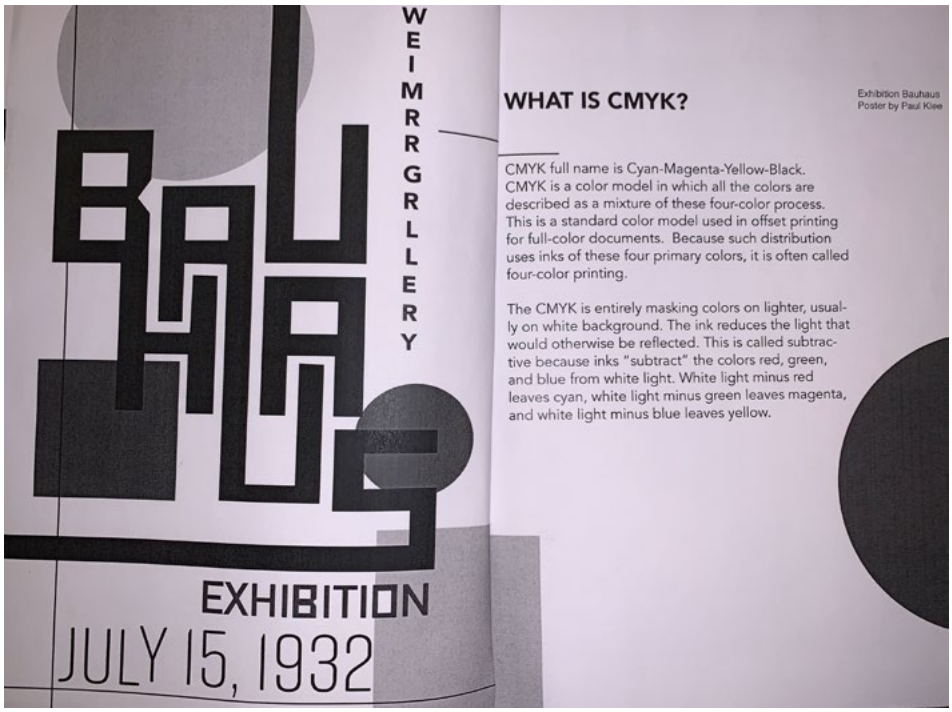
BAUHAUS
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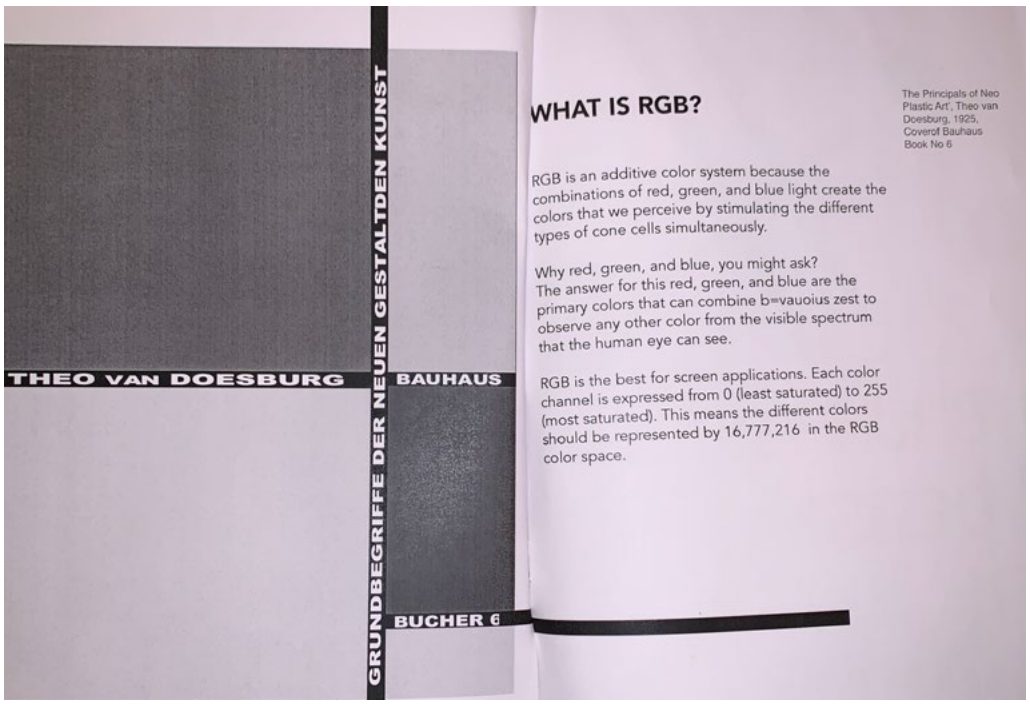
THEO VAN DOESBURG
GRUNDBEGRIFFE DER NEUEN GESTALTDEN KUNST
BAUHAUS
BUCHER 6
WHAT IS RGB?
The Principals of Neo Plastic Art', Theo van Doesburg, 1925, Coverof Bauhaus Book No 6
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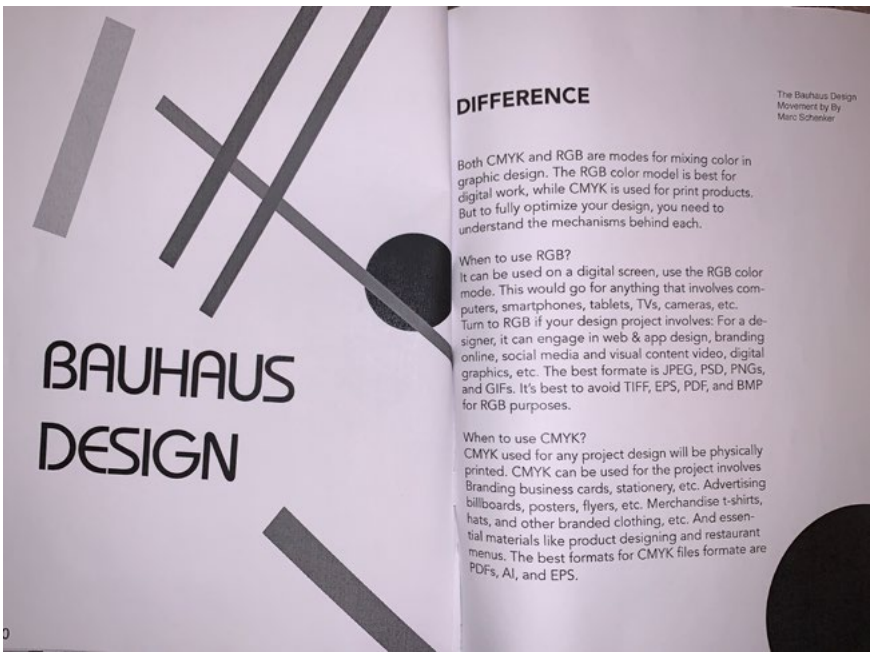
BAUHAUS
DESIGN
DIFFERENCE
The Bauhaus Design Movement by By Marc Schenker
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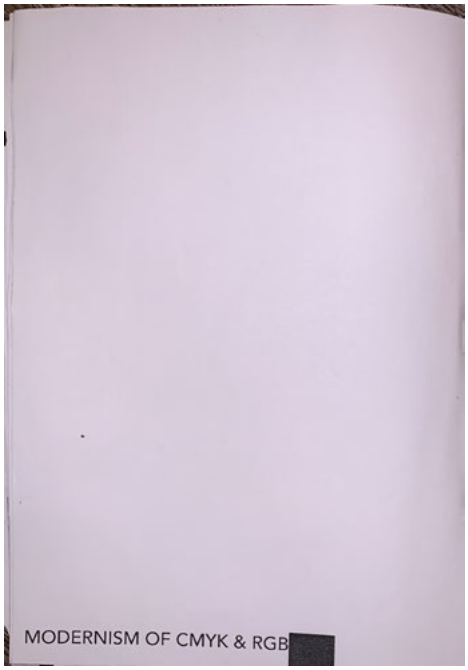
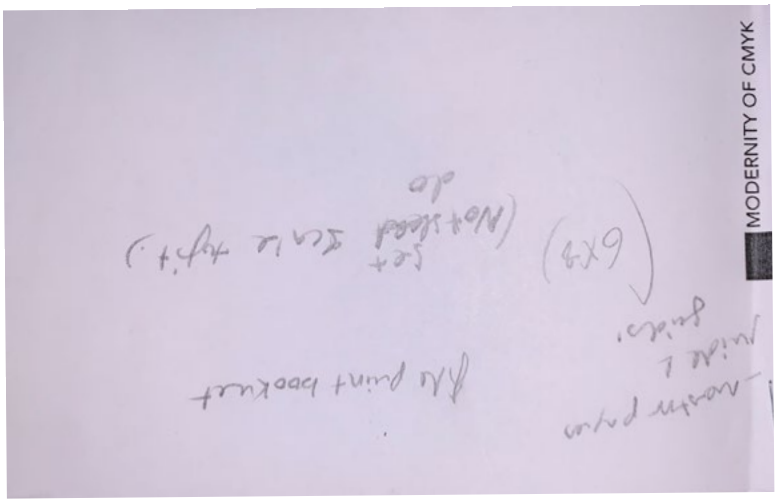
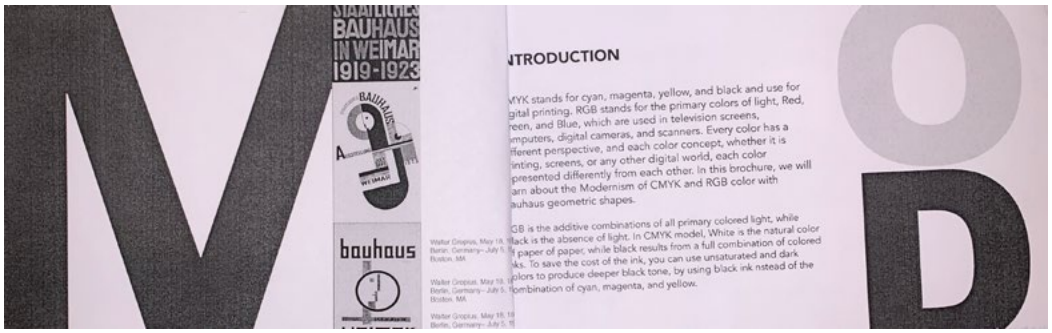
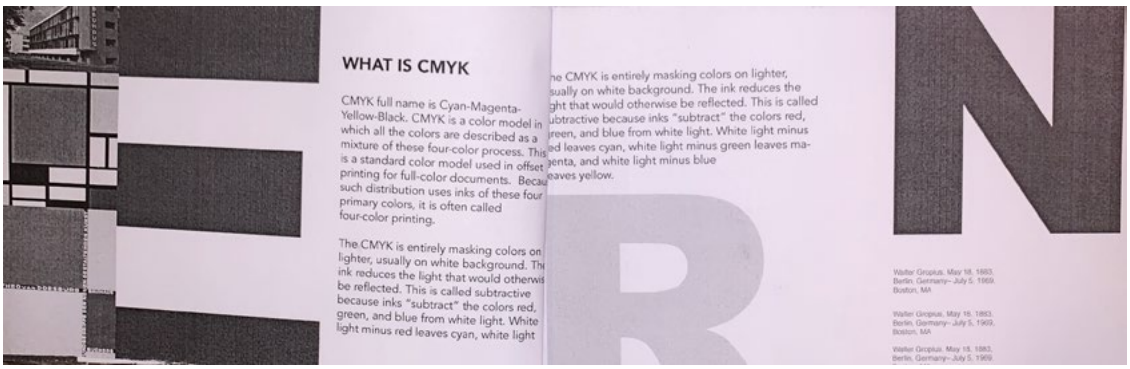
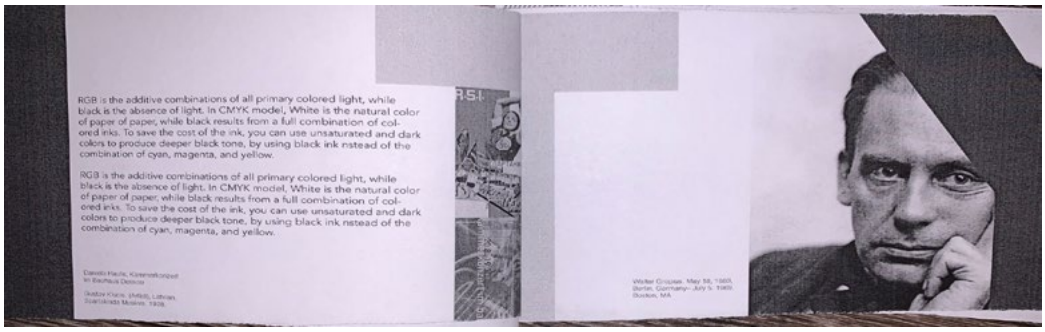

MODERNISM OF CMYK & RGB


MODERNITY OF CMYK


BAUHAUS
IN WEIMAR
1919-1923
bauhaus
INTRODUCTION


WHAT IS CMYK


RGB is the additive combinations of all primary colored light, while black is the absence of light. In CMYK model, White is the natural color of paper of paper, while black results from a full combination of colored inks. To save the cost of the ink, you can use unsaturated and dark colors to produce deeper black tone, by using black ink nstead of the combination of cyan, magenta, and yellow.
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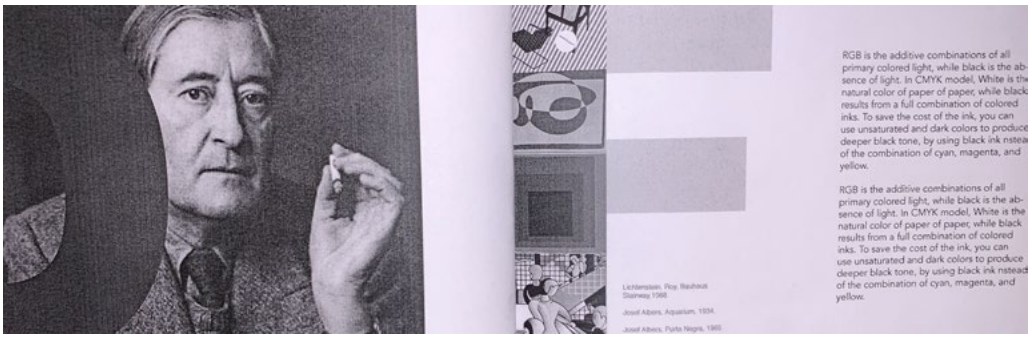
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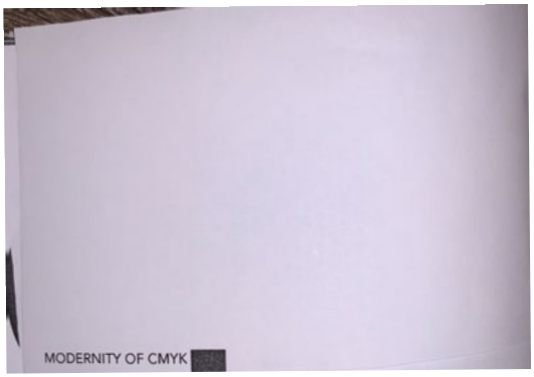
MODERNITY OF CMYK

Final Work

bauhaus

WHEN TO USE CMYK?

MODERNITY OF CMYK

To conclude, CMYK has been an interesting project for me to work on. I have leanred about what is charachter and pharagraph styles and how to use it in indesign. How to place pages side by side to make it spread for saddle stitch printing and how to package the file and why it is important.

Thank you