

REFLECTED SYMMETRY

Creative Brief

Concept:

Reflected Symmetry is the theme in this collection of photographs. The images are mostly scenerys of nature, but some may include architecture.

Aesthetic Summary:


The books is made of a collection of strong and very vivid images


Art:

Full color photographs with some information about the photographer and the location of the photograph if available.

Color scheme:

Black background
Images are in full color

 C=36 M=0
Y=0 K= 0

 C=10 M=0
Y=10 K= 0

Typefaces:

Avant-Garde
Ariel
Franklin Gothic

Dimensions:

8.5"x11" Landscape 4 Columns

Layout notes:

Images on the left
On the right spread , Copy on the left ,
the name of the photographer as the
headline. Copy text is flash left
& 2 columns wide.

Page count:

16 pages

Substrate:

Glossy 80lb

Binding:

Perfect binding

Print Run:

15,000

Printing Facility:

Maspeth press
6620 Grande Ave
Maspeth, NY 11378
718-429-2363

Timeline:

3 months

