

Summary Report

In an effort to promote Our Place, a series of pieces of publishable material have been created to distribute throughout the general public, as well as make available for customers to pick up at the store location, to increase sales and customer base. Thought, creativity, and time are among many of the things utilized to produce this portfolio of work. In this summary, the purpose and aim of the production materials will be addressed, as well as the methods of development, and general feel for the results of the project.

The materials produced for the project included a coversheet, letterhead, business card, envelope, order form, jewel case booklet, hardbound book cover, and magazine advertisement. The wide variety of materials will make it easy to reach our intended audience, which is everyone with a computer or household electronics. Although the selection pool is very large, computer problems are common as well as broken electronics, and potential customers should not be neglected. As such, the recurring theme implemented in the project is that Our Place fixes many different things, and that they are professional yet customer friendly.

The direct approach of the company slogan "Professional Service, Hometown Feel" is placed on the finished products to give the obvious theme of the business. Additionally, other elements were used to support the theme. For example, the business name "Our Place" combined with the logo show a family home compared to a store front. The official logo was designed using Adobe Photoshop CS3. Other things like friendly colors, such as greens and blues, and calming text are repeated found throughout the materials. Furthermore, there is the use of visual clues of circuit boards, computers, and TVs to highlight the electronic side of the company too.

Images for the documents were gathered from the internet as well as created in Adobe Photoshop CS3. Additionally, refining the images took place in Adobe Photoshop CS3 and Adobe InDesign CS3. Text style options came from both of the aforementioned programs, and the selected text style was repeated on each piece of the materials. Exclusively, Adobe InDesign CS3 was used to perform the layout of all of the materials in the projects. Special attention was given to proximity by grouping the owner and address information together on each component, as well as situating the company slogan near the bottom of each piece. Alignment was crucial to show professionalism as well as neatness to reflect on the company. Also, without proper alignment, the book cover would not match up appropriately. Other elements of design served their functions too.

Overall, the project was a success. The central theme of professional yet friendly work was displayed across the individual components. Use of repetition in colors, text, and imagery helped to create a consistent flow and uniform feel for the portfolio. Although it would have been nice to spend more time on the project to complete more components of the project or to set up controlled imagery for higher resolution work, the end result is satisfactory. It was enjoyable to blend the materials together and build an attractive, functional collection of work.

