Product brochures for the Final Presentation event

Teams customarily design and produce a product brochure for the 2.009 Final Presentation event. In the class in the past, all handouts were printed, but digital brochures have become much more common. To make an excellent supplement to your team’s final presentation, the brochure should be done with care as well as time for drafting and revising it.

Think of the audience for your brochure as your most interested potential customers or partners. Guests with a particular interest in your prototype, technology, or market can use the brochure to better understand your product and to contact the team for follow-up. **Your team’s digital brochure** will be linked from a page on the 2.009 website referenced in the Final Presentation program and should be designed as a single page PDF or in HTML. (An additional print brochure, flyer, or card to distribute at your booth is optional.)

To keep your digital brochure printable and in style with a typical product specification brochure, keep it one page and don’t hide any information in tabs—although a menu that helps navigate the one-page site is appropriate.

There are many resources on the Web that offer guidance on graphic design for digital media, including ones specific to one-page brochures. Here are some:

- Google Design Guidelines (see “Style” and “Layout” sections in particular)  

- Betterment (blog with examples that justifies a preference for one-page websites)  

- One Page Love (examples of one-page websites)  

Furthermore, we have studied brochures done by 2.009 teams in prior years to isolate some particular qualities that are good to keep in mind. Keep reading, and follow the links!

1. **The look and feel of the brochure is visibly tied to the design of the final presentation and the prototype**, and there should be obvious coherence in graphics and information among all materials related to your product. Brochure images and design language - color scheme, choice of font(s), and logo - should be consistent with he ones you use in your presentation slides.

Examples:

- 2014/KOACH/Final Presentations  
  The design, emphasizing a key image, is consistent with the look and feel of the presentation design and product branding. Great use of humor in the acknowledgements at the end.

- 2013/Ollie/Final Presentations  
  The brochure for Ollie has a strong relationship to the product presentation, and it is presented as a one-page brochure.

* Thanks to Douglas Sanchez, 2.009 mentor and former class TA, for input and recommended links.
2012/Sky Beacon/Final Presentations
http://designed.mit.edu/gallery/view-2012-SkyBeacon.html
The design for Sky Beacon, an emergency signaling device for marine use, conveys robustness, simplicity, and visibility. The printed brochure shares this design language with the presentation and the product itself.

2010/Noribo/Final Presentations
http://designed.mit.edu/gallery/view-2010-noribo.html
Noribo is a robotic food-delivery system that autonomously traces a line from kitchen to customer that enables delivery and provides entertainment. Brochure graphics convey the robots’ path and seem to trace the business’s expansion route.

2. Images and graphical details carry the message, and text is economical and may even be mostly in the form of bullet points or labels.

Examples: 2014/Wali/Final Presentations
http://designed.mit.edu/gallery/view-2014-Wali.html
Although more in the style of a printed handout, this composition of icons and headings highlights main features and makes the brochure easy to navigate and skim.

2011/Phil/Final Presentations
http://designed.mit.edu/gallery/view-2011-phil.html
The Phil print brochure appropriately captures all the user needs to know in three images: customer need, user interface, and a cutaway view.

3. Images and graphic details, including your CAD, logo, and any symbols used, should be high resolution. Poor quality images look pixelated and appear amateurish. You and your team have given a lot of attention to resolving design details in your prototype, and the same degree of care should go into the quality of graphic details in your digital brochure. Use scalable vector graphics (.svg file format) for images that include your logo, CAD wireframes, symbols, and icons. (SolidWorks can export vector drawings.)

If you are going to include photographs, make sure they are high-resolution. Most smartphone cameras can do that, but if you need even higher quality, the 2.009 TA’s are willing to teach and lend students the course equipment after a short training.


4. The brochure, for this occasion, emphasizes the product design, value proposition, and believable business model; it avoids a direct sales pitch. You might show your product in more than one view, such as exterior and interior; photograph(s) and CAD model; or system and detail. Furthermore, the technology and design can be mapped to user needs. The incorporation of details, including assumptions, from your business plan establishes the credibility of your analysis.

Examples: 2010/Happy Egg/Final Presentations
http://designed.mit.edu/gallery/view-2010-happyEgg.html
The brochure nicely makes Happy Egg’s business case. Assumptions are clearly stated; anyone in the audience can follow the financial projections presented here, and understand on what assumptions these numbers were based.