

Digital product brochures for the Final Presentation

Teams design and produce a digital product brochure as a supplement to the final presentation. Think of the audience for your brochure as your most interested potential customers or partners. People with a particular interest in your prototype, technology, or market can use the brochure to understand your product better and to contact your team after the presentation. The digital brochure will be linked from a page on the 2.009 website that will be referenced in the Final Presentation program. This digital brochure should be designed as a *single page* PDF or in HTML; don't hide any information in tabs, although a menu that helps navigate the one-page site is appropriate. (A print brochure, flyer, or card to distribute at your team's booth is optional.)

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

- Google Design Guidelines (see "Style" and "Layout" sections in particular) <http://bit.ly/1uBkOho>
- Digital Telepathy (blog with examples that justifies a preference for one-page websites) <http://bit.ly/ORpjmA>
- One Page Love (examples of one-page websites) <https://onpagelove.com/>

Below are some of the effective brochure qualities with examples from prior 2.009 teams. (Note: in the past teams created printed brochures, so you'll see some examples of those, but now we expect digital brochures.) 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. There should be obvious coherence in graphics and information among all materials related to your product. Brochure images and design language, including color scheme, choice of font(s), and logo, should be consistent with those used in your presentation slides.

Examples: Petra (2015)

http://designed.mit.edu/gallery/data/2015/final/extras/yellow_brochure.pdf

The brochure and opening slide share an image of someone rappelling down the wall of a dark, mist-filled cave. The caption indicates that the product, PETRA, can help with that feat and, at the same time, prevent accidental falls. The brochures features visually consistent colors, fonts, and photos, supported by very brief text.

Koach (2014)

<http://designed.mit.edu/gallery/view-2014-KOACH.html>

The design, emphasizing a key image, is consistent with the look and feel of the presentation design and product branding. It uses humor effectively in the acknowledgements at the end.

Ollie (2013)

<http://designed.mit.edu/gallery/view-2013-Ollie.html>

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

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: LaserKites (2015)

http://designed.mit.edu/gallery/data/2015/final/extras/blue_brochure.pdf

The brochure opens with a picture of a child playing with the toy kite and mentions the fun of playing “laser tag.” The meaning becomes clearer when the toy’s labeled components appear.

Wali (2014)

<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.

Phil (2011)

<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.

For guidance on preparing graphics in .svg, see Douglas Sanchez’s tutorial, “Scalable Vector Graphics using Adobe Illustrator”: <http://bit.ly/1tRSJhi>.

4. The brochure emphasizes the product design and value proposition with a plausible business model. The brochure 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. The incorporation of details and assumptions from your business plan establishes the credibility of your analysis.

Example: Touchless (2015)

http://designed.mit.edu/gallery/data/2015/final/extras/purple_brochure.pdf

The brochure effectively explains the value proposition for the touch-free bathroom door opener. Another strength is that the device is shown in detailed CAD form with the various components described in call-outs that illustrate how the device operates.

Revive (2016)

http://designed.mit.edu/gallery/data/2016/final/extras/pink_brochure.pdf

The brochure progresses logically, relying primarily on visuals to communicate the central problem and need, the solution, and business case.