GRAPHICS EVALUATION

I think that the graphics on this brochure are top quality graphics that follow a lot of the rules we learned about in class. However, after printing I still feel that there is some need for improvement on the quality of color and feathering and I wish I had some more time to work on it.

One disappointment I had in the layout of the brochure was that of the color quality after I printed. On the computer my brochure was bright and I was very pleased at how it looked as a pdf export file. After it printed some of the colors showed up a lot darker than on the computer. For example, the picture of E King Gill was almost black when on the computer it was a beautiful aggie maroon! Also the background was a filter from Black to white and looked pretty cool on the computer but when it printed it printed sharp and edgy and a lot darker than intended. If I could change something I would take out that background and leave it white!

The pictures that I took with my own digital camera came out beautiful. I am very impressed in the picture on the back panel! The tree in the front is the attention getter because it is clear, but all of the people in the background playing golf are out of focus which provides for an interesting view. I love that picture!! I also took the picture on the front flap of the bridge located on the actual course and am very pleased with the quality and angle. I used the picture of E. King Gill and the two student golfers I found on the internet (cited below). I also like the picture of the golf clubs that say whoop! It was a very cool idea and I think it turned out nicely. The picture on the front cover is a large picture of some golf clubs I found in clip art; I thought it was modern and eye catching along with the catch phrase I created “Aggie turf… built on tradition.”

The pictures in the brochure are very important. The picture of E. King Gill and the 12th man really tie in the aggie tradition I was looking to promote and the student golfers are actually on the golf teams at A&M and they are interesting because it shows students that people like them are actually taking advantage of the golf course! Also the picture of the guy golfing is an A&M student and it is also helpful to tie that into relating the golf course to my targeted audience. The picture of the bridge was taken off of the main drive to campus and it is a location that a lot of people have seen driving by. My intent for this picture was for my intended audience to put the location with the golf course and it’s location on campus.

I am very pleased with the graphic on my brochure and I have not violated any principles. The only picture that is not my favorite would be the girl golfer because the picture size does not fit how I intended and her body is cut off. Other than that I think all of the pictures are put together well. My favorite picture is the one I took on the back of the brochure.

I think that the graphics are all good for the brochure and the web site. I have a lot of pictures I have taken and found on the internet that I hope to include on my web site. I had trouble deciding what pictures not to place but I think my overall arrangement is satisfying. I am excited about posting the pictures on the website because again my main disappointment in the whole project it the color and sharpness quality of the overall brochure and I think that they will better represented on the web.