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I am currently producing a television pilot for PBS called, Texas Food TV. The purpose of this brochure is to have a marketing piece to personally deliver or mail to prospective advertisers, underwriters and persons who may be featured on the program.

This television program is a traveling show that features the diverse people, places and food that makes up Texas. I want the brochure to convey the theme of the show and be colorful and creative enough to hold the readers attention. I also want to use the brochure to introduce the host (me) and the co-host, Joe Bob.

I created an asphalt road in Adobe Photoshop and inserted it as a design feature in hopes that it would subconsciously let the reader know that Texas Food TV would be on the road and encourage them to follow the road into the brochure. Once inside, the reader is introduced to food, the show concept and the various media outlets. I think it is fairly obvious that the media outlet icons and road continues under the middle flap, thus readers are encouraged to open the brochure to the interior.

I selected food icons, which I thought represented the various ethnic Texas food groups. These are meat, seafood, Mexican, Cajun, German-Czech and Texas wines. Although they are not inclusive, many show titles can be created around these foods, such as Texas Wine Festivals, Barbecue Joints, Texas Big Steaks, etc. The food icons are placed strategically throughout the brochure and primarily over a large image of the state of Texas in an effort to hold the readers attention and imply some regional connection for the particular food item.

I personally photographed several of the food items and those items seemed to come out most clearly on the final brochure. I had limited success finding some items, like Cajun food and German-Czech, so I used downloaded images that were not of the quality I wanted. Also, The PBS station icons were obtained from the PBS website and they were not as crisp as I might have liked. If I had to do it over again, I’d personally photograph each food item I wanted to portray and sharpen the PBS icons in Photoshop.

I expect this brochure to be displayed in the main lobby of all Texas PBS stations that carry the show. Also, I’ll use the brochure as a marketing tool at various television trade shows.

Overall, I thought the brochure accomplished my objectives. I personally think that the quality is limited by the skill of the software user. I have never used Adobe Photoshop or InDesign, before this application. I would like to be more skilled on both, and then have the opportunity to produce a better quality product.