Brochures

1
Bora Shin, designer/typographer
Anthony Rutka, art director
Rutka Weadock Design (Baltimore, MD), design firm
Maryland Institute College of Art, client
"This book is sent to high-school students interested in attending MICA, one of the top art colleges in the country. Our challenge was to create a book that would attract smart, savvy, creative students. We designed a 480-page book with 220 pages devoted to the extraordinary artwork of MICA students. A distinctive feature is the double gatefold cover that discusses what makes a 'smart' artist—curiosity, passion, dedication." 480 pages, 6½ x 7½, 6/8 process + 2 Toyo colors, two sides, perfect-bound, special attribute: double gatefold cover, cover weight flyleaf inside front and back covers, registered embossing on the front cover, 24 pages of text printed on an alternate stock. Typefaces: Akkurat, Plantin.

2
Dina Shoham, art director
Elaine Cohen, writer
Michal Grinblat/Dina Shoham, creative directors
Dina Shoham Design (Tel Aviv, Israel), design firm
Comme il faut, client
"The look and feel of the responsibility report for this Israeli fashion company is associated with creation, sewing and cutting. Leading typography, page numbers and diagrams are handwritten in Hebrew. The color pink, usually identified with sweet girls, was chosen as a strong color conveying the minimalist message of women who influence. The bookbinding used ovet linen sewing inside a fabric bag. Women employees of the company participated in the planning and production of the bags and some design elements." 80 pages, 8½ x 11, 4-color.