

Welcome to my project. Appreciate your help!

Job Type

Redesign brochure

Task Outline

Make Suggestions about Existing Brochure

Task Description

I provide private tutorial services worldwide to help Mandarin Chinese improve their English pronunciation. I have designed a brochure for my business, helping Mandarin Chinese improve their English pronunciation. I am looking for suggestions for improvement and modifications for these designs, as I do not have design training.

I aim to be recognized as the market leader in the specialty of helping Mandarin Chinese speak English clearly. I am probably the only credentialed professional in North America who is focusing solely on Mandarin-accented English. At the present time, I am just introducing myself to the North American market. It is important that I convey the professionalism and integrity that are the foundations of my practice. I also want to convey the dynamic potential that characterizes my prospective clients. This potential is being held back because of their lack of training in English pronunciation.

Requirements

Must Have:

- 1) **English Pronunciation for Chinese:** Most important, I want the readers to know that I specialize solely in helping Mandarin Chinese improve their English pronunciation and that I provide this service in private tutorials available throughout the world. (This is a new, high-demand specialty, so I am introducing a service that the reader probably isn't familiar with.)

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- 2) **Competence:** I want the reader to know I am professional, highly skilled and get results.
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- 3) **Website:** The design should be a good fit with my website at www.AmericanAccentCenter.com.
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- 4) **Head Shots:** Use the head shots of myself and the businessman. The businessman personifies my end product: a highly intelligent, professional, dynamic person who communicates effectively in English. He's on the go and ready to make things happen. It seems to me he's more effective than a logo in conveying what I do. In my mind, it's best if he's the focus of each design.
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- 5) **Videoconferencing:** I would like a way to convey that tutorials by videoconference can work. I have therefore included the picture of the student with laptop. If you want to use this, feel free to change the color of the laptop as needed. I like it that the Apple logo on the laptop shows, as the company Apple also exemplifies the dynamism, user friendliness and opportunity that I associate with my company. If the designer has a better way to show that tutorials by videoconference work well, then I invite him or her to suggest that. (If you are going to take a picture of a person yourself, I want photos of people that look like real people, not models. Also, a woman would be preferable to a man, for the sake of gender balance.)
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- 6) **Text:** I am satisfied with the text, which I provide in a separate file in Microsoft Word 2008 format. If you can't open it, email me at jane@AmericanAccentCenter.com and let me know what format you would like.
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- 7) **Copyright:** I have paid for the right to use the following photos: Businessman, Student with Laptop. I hold the copyright for the Therapist pictures. The Building is a thumbnail downloaded from Getty Images. If you want to use it or something else, I will buy what is needed but note I am trying to keep the costs way down.

Nice to Have:

- 1) **Branding:** This is one of my first efforts at creating a brand, so the designs should support establishment of a brand.
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- 2) **Upbeat:** I would like the design to be upbeat and hopeful, as people having difficulty communicating often feel frustrated, as do their communication partners.
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- 3) **Integrity:** The design should reflect my high professional standards and integrity.

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- 4) **Dynamism and Hope:** I want to convey the dynamism of the young highly educated Chinese population. One of my main selling points to employers (who often pay for my services) is that if these employees can learn to communicate effectively with Americans, this releases a whole lot of potential talent and opportunity for the employer. I would also like to convey the hopes and aspirations of Mandarin Chinese for excellent job prospects and a high tech life in the big city. My Chinese advisor has recommended dynamic cityscapes in major metropolitan areas as best symbolizing this hope for success. Scenes of nature, rivers, nature paths etc. apparently just remind young Chinese professionals of grinding poverty in the rural areas of China. I rather clumsily tried to represent the hopes and potential dynamism of Chinese professionals by placing a background of a cityscape in the brochure under a semi-opaque blue rectangle. One reviewer recognized this background as buildings, one thought it was bamboo, and the third thought the viewer would be distracted by wondering what it was a picture of. Looks like I need help on this. (I included the picture of buildings in thumbnail format, in case you are interested in it.)
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- 5) **ASHA Logo:** It would be nice to incorporate the American Speech Language Hearing Association (ASHA) logo. This association is our professional organization. They provide my credentialing. I include the 2 versions of the logo. ASHA wants their logo to appear in black and white. I took the liberty of putting a semi-opaque white rectangle on top of the logo on my brochure, so it wasn't so bright. That way it doesn't compete as much with some of the key text.
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- 6) **Colors:** I used the blue color from the businessman's suit for the blue background of the brochure, rather than taking a blue from my website. One reviewer found this blue color depressing - she said my brochure colors looked like "emergency colors," not uplifting colors. The other reviewer liked the blue color. I tried replacing the blue color with the red color from my website as a background color for the brochure. I liked this a lot but my second reviewer was horrified. I took the colors of the red and orange lines from the website. The orange and red are rather close in color, which may or may not be a problem. Overall, I am not sure if I exercised good judgment in my color choices.
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- 7) **Matching:** I am not sure if the brochure and the letterhead, envelope, business card, submitted as separate contest item) sufficiently match each other. I am also not sure if they sufficiently match my website.
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- 8) **Fonts:** The following fonts are available on my Intuit Site Builder Plus website:

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- Lucida Console
- Lucida Sans Unicode
- Palatino Linotype
- Tahoma
- Times New Roman
- Trebuchet MS
- Verdana
- Arial
- Arial Black
- Courier New
- Georgia
- Helvetica
- Impact

- (Intuit indicates there are other fonts available, but these haven't been implemented yet.)

- I have assumed it would be best to use fonts that are consistent with my website. Note that while I chose Verdana and Palatino Linotype for these paper designs, I have not modified my website to use these fonts. I will do that once I have chosen a contest winner.) I do not know what fonts are best. I chose Verdana because I have so many potential clients in the engineering profession. I looked at logos for engineering schools and found many of them used very clear fonts – I guess you'd favor very easy to read fonts if you were doing engineering diagrams. I chose Palatino Linotype because the serif contrasts with Verdana, I like the font, and I'm told it's easy to read in paragraph form.