Crane Promotion

Goal: Create a solution that works both 2D and 3D, thinking about the user experience.

The flat sheet of blank paper beckons to you, full of creative possibilities. In deft hands, will it become a crane, a fox, a boat or a box?

Those who have mastered print design know that when they approach the creation of a collateral piece, they should think not only about what will be printed on the page, but also how the reader's experience of the content will unfold over time. In a designer's hands, the fully printed page is yet another element that can be manipulated for artistic effect.

With this challenge, be ready to explore the myriad ways that a sheet of paper can reveal a compelling message.
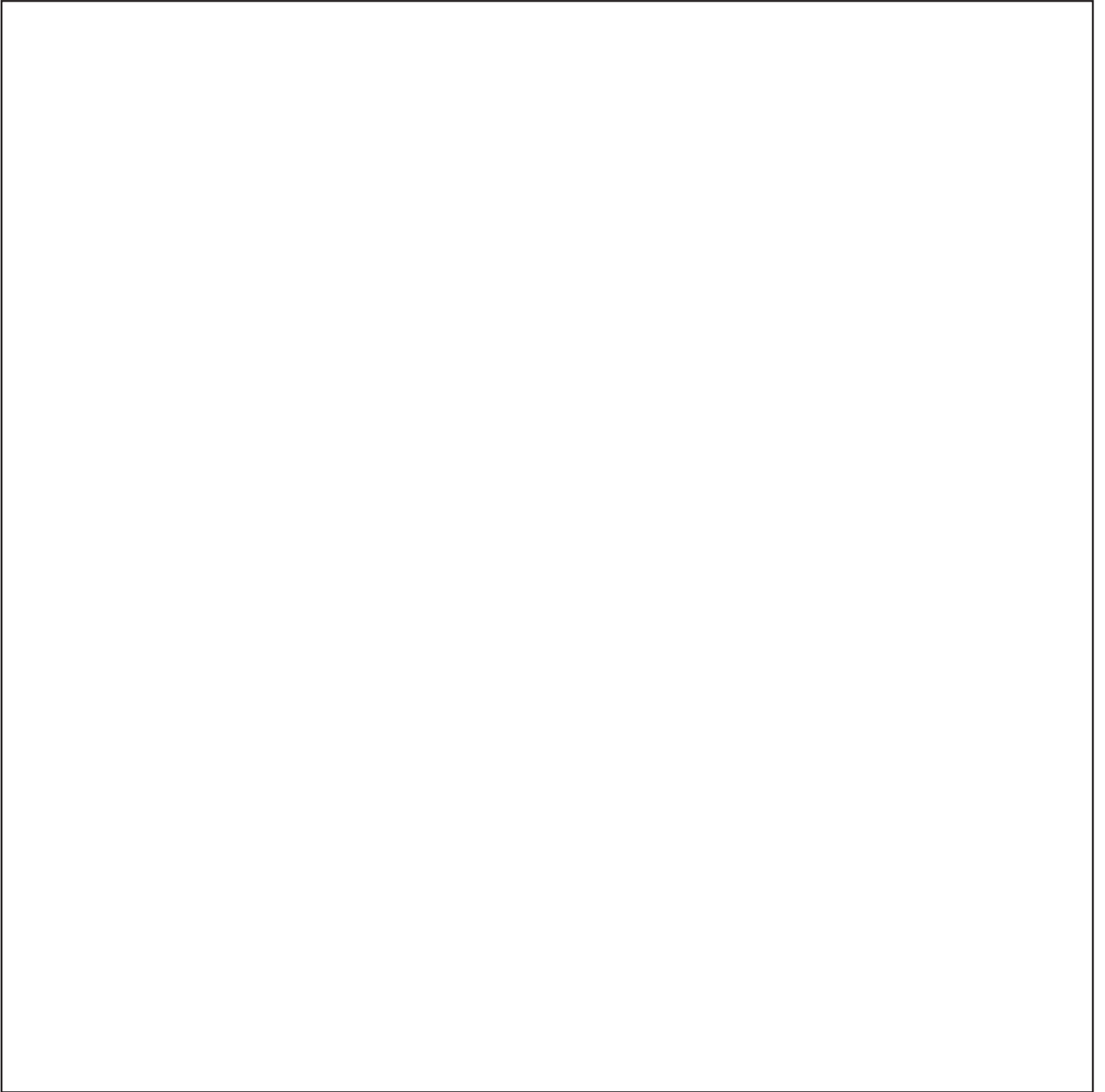
Challenge

You've been tasked by the International Origami Society to create a brochure promoting the value of membership in their organization. Through illustration, type, color use, and your paper engineering skills, tell a story about the value of origami as an international pastime.

In order to demonstrate the joys of recreational paper folding, the brochure must utilize at least seven unique folds in its construction.
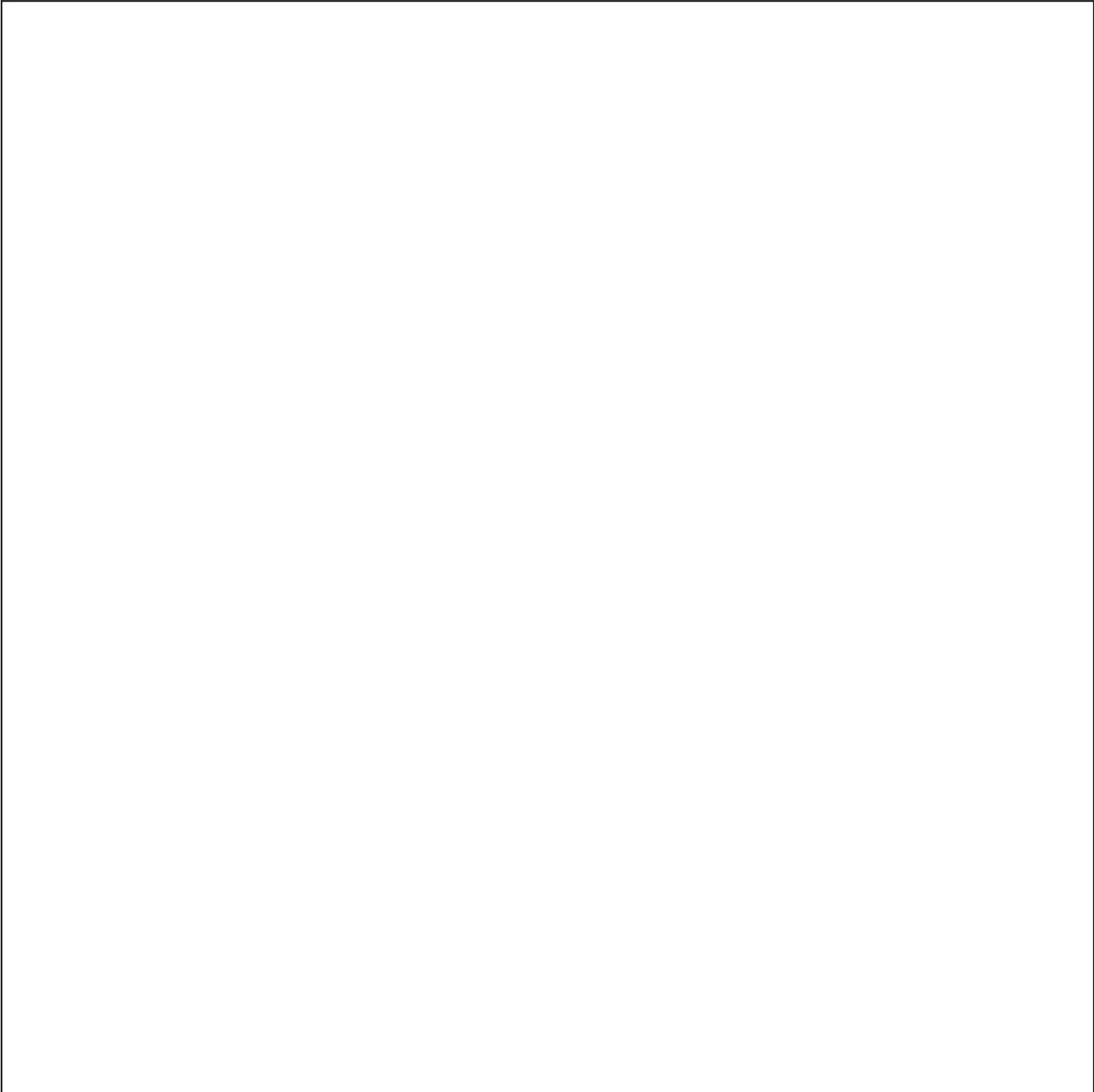
"I think I did pretty well, considering I started out with nothing but a bunch of blank paper."

- Steve Martin

Front

Back