**Introduction**

This is a “digital brochure” which will be emailed to my potential customers (law students). They will open this file, which is called “Credentials.pdf” and they will see the various law firms my partner and I have previously applied to and received offers from. This will convince them of my credibility and encourage them to visit my website to learn more about how they should write their cover letters.

**Final Product:**

2 A4 size pages, to be saved in .pdf format

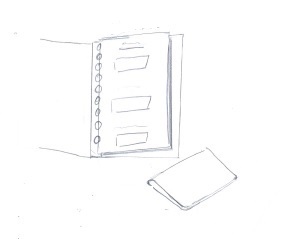
Page 2

Page 1

**Further Description (Page 1 Cover Page)**

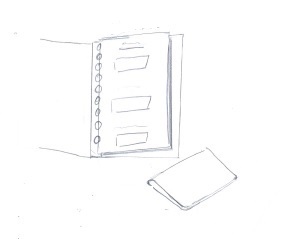
Page 1

1. I want something clean and professional, as if you look into an office and someone hands you a neat file/folder. **You flip open the folder, and that’s basically what page 1 looks like.** Its an opened folder, containing someone’s creative portfolio.
2. At the same time, Page 1 must give the reader clues that it’s a folder.



Page 1

The picture above shows my initial, poorly sketched draft. In the picture below, at the bottom right hand corner we see a mini version of the same folder which is closed. That’s how the reader can tell that it’s a folder. But you don’t have to follow this idea, its just my suggestion.

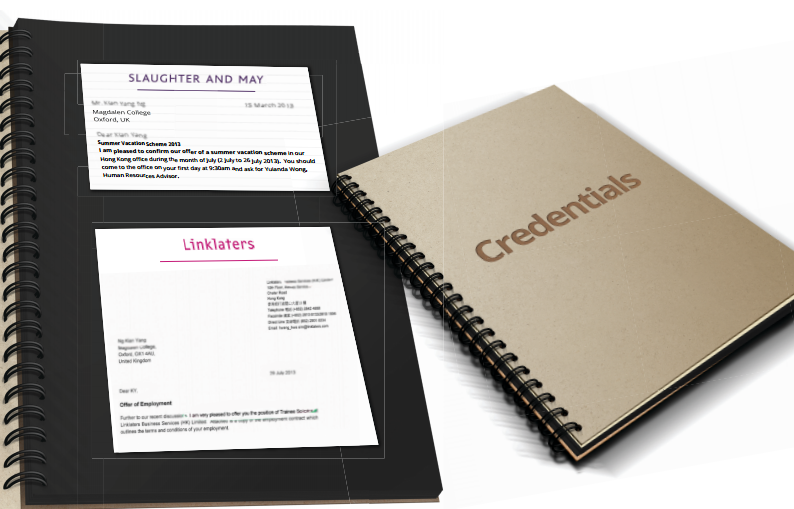


1. Here are some possible designs for the folder:

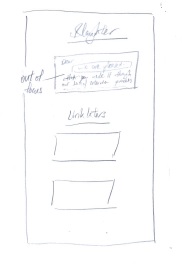
|  |  |
| --- | --- |
| Possibility 1 | <https://holzalbum.de/bilder/produkte/klein/dunkler-Praesentationsordner-aus-Holz-DIN-A-4-Ringbuch-Holzordner.jpg> |
| Possibility 2 | <http://ecx.images-amazon.com/images/I/41e-S8Xcz9L._SX300_.jpg> |
| Possibility 3 | <http://www.arc4studio.com/Albums/pics/alb/black_elegance.jpg> |
| Possibility 4 | <http://goo.gl/xGhNBd> |
| Possibility 5 | http://goo.gl/M4e7x0 |

1. Current design for Page 1. Problems: Too dull. I don’t like the landscape layout

Page 1

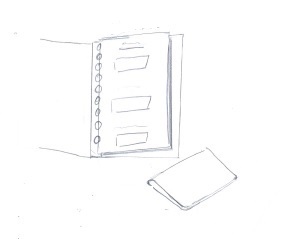
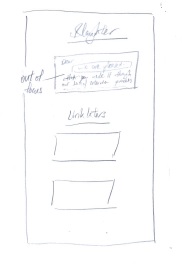


**Further Description (Page 2)**

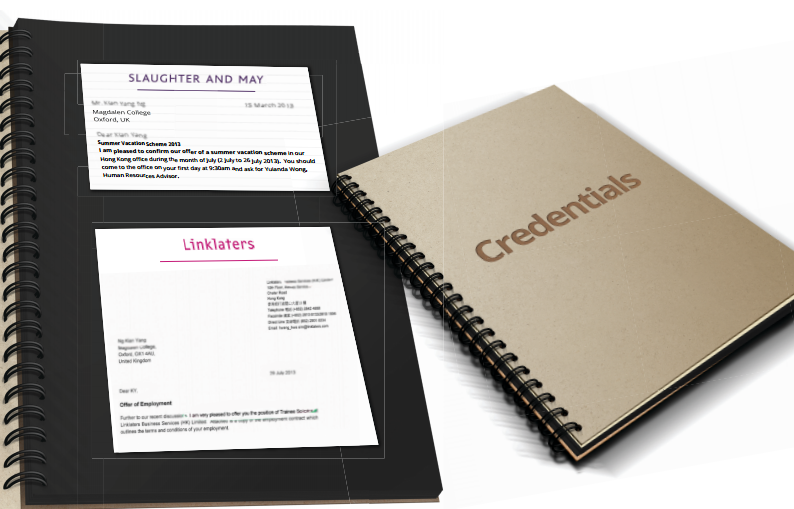


Page 2

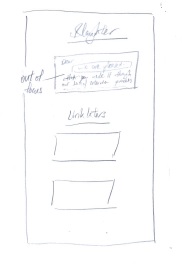
1. Page 2 is basically a zoomed in version of Page 1

1. Current design: too flat/plain/2d/unprofessional

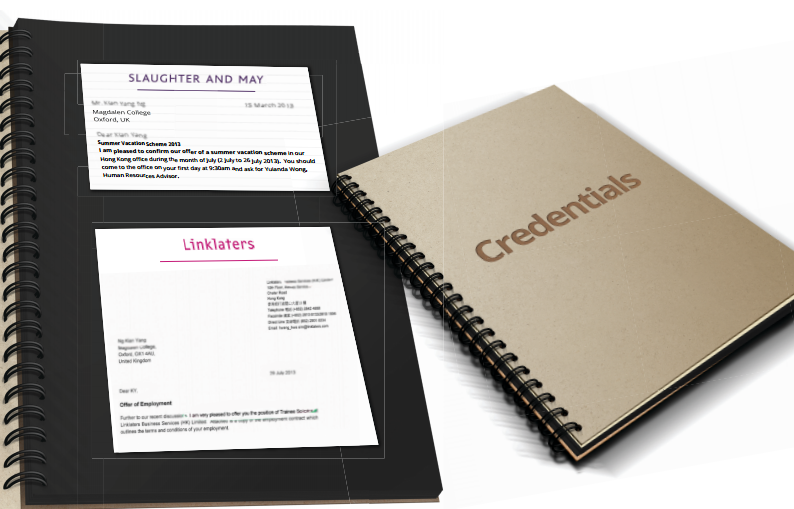
 

1. These white boxes will contain the main content for this brochure.



Page 2

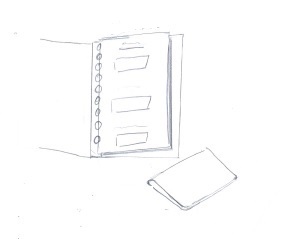
1. Current Design:



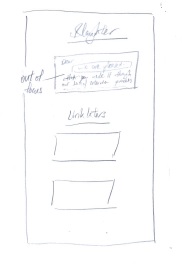
1. I want the impression of depth for each of the white boxes, so basically a 3d effect like the image below:



1. There will be a total of 4 white boxes distributed across the **two pages**.

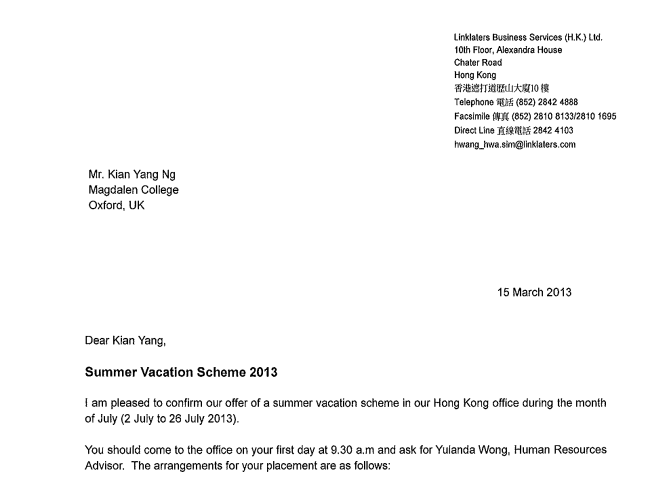


Page 1



Page 2

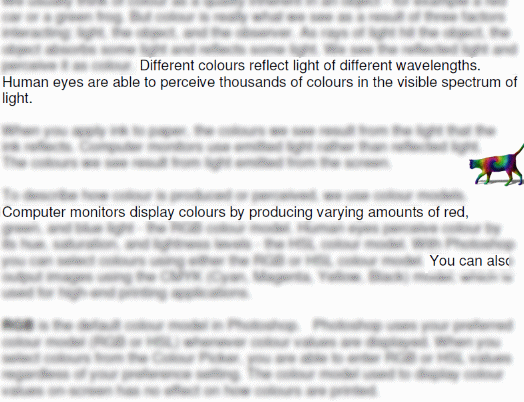
1. Each box will display a job offer letter. Heres an example of a job offer letter. I want the sensitive info (indicated by the red circles) blurred out and the important phrases (indicated by the green circle) highlighted



For what I mean by blurred/out of focus and highlighted, look at the red and blue arrows below.



<http://goo.gl/hEgMRl>



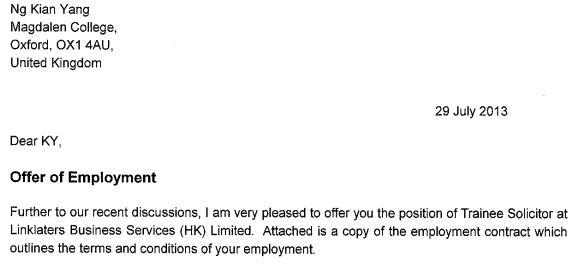
http://goo.gl/o1F7PG

1. The four offer letters to be used are shown below:

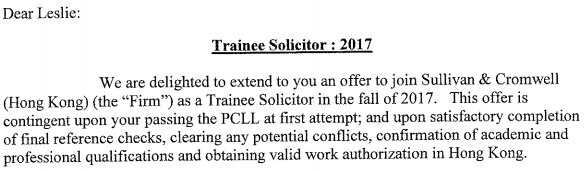
**Job Offer 1 Picture**



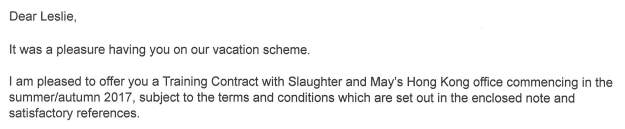
**Job Offer 2 Picture**



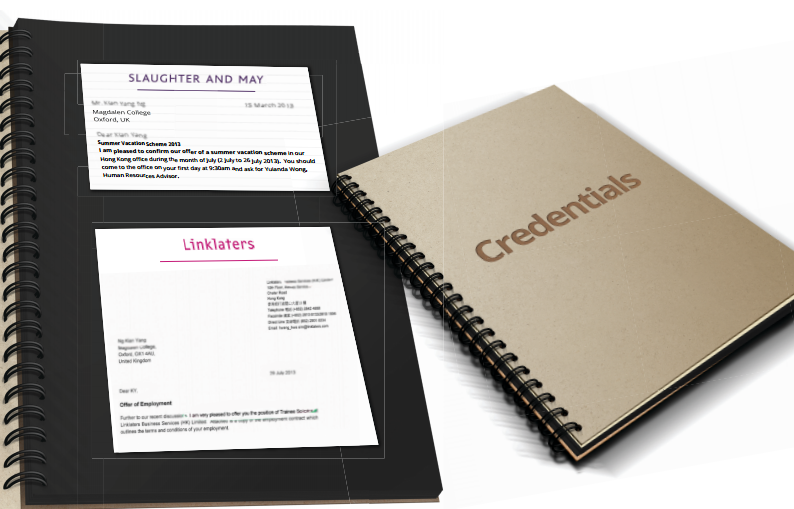
**Job Offer 3 Picture**



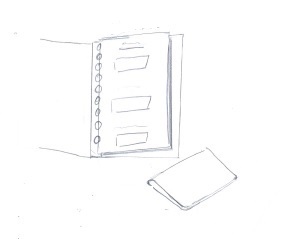
**Job Offer 4 Picture**



1. Each white box has the logo of a law firm on top followed by a job offer letter from that firm.



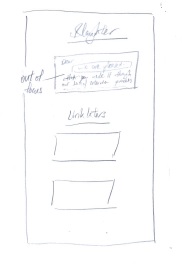
1. Here are the four logos you should use:



Job Offer Picture 1, use Logo 1: https://goo.gl/dnnwH6

Job Offer Picture 2, use Logo 2: <https://goo.gl/dnnwH6>

Page 1



Job Offer Picture 4, use Logo 4: <http://goo.gl/7MGWs6>

Job Offer Picture 3, use Logo 3: <https://goo.gl/KqUUrk>

Page 2