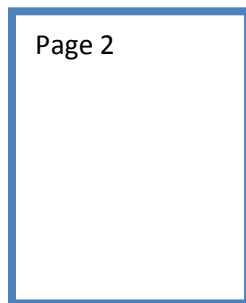
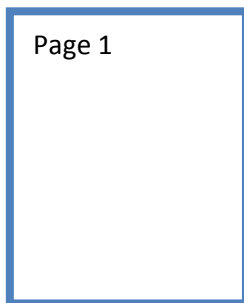


Introduction

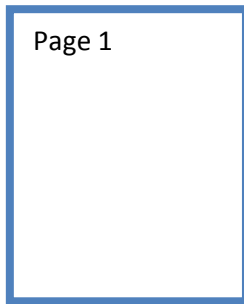
This is a “digital brochure” which will be emailed to my potential customers (law students). They will open this file, which is called “Credentials.pdf” and they will see the various law firms my partner and I have previously applied to and received offers from. This will convince them of my credibility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

Final Product:

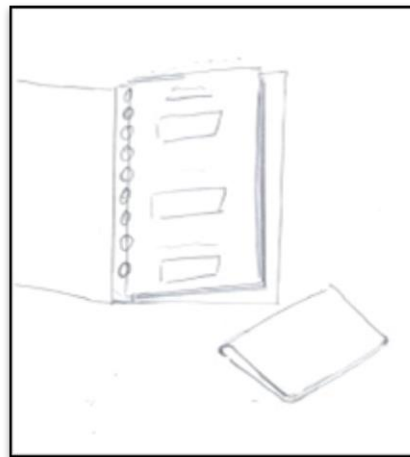
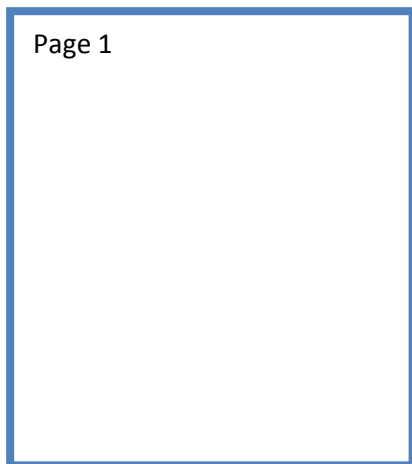
2 A4 size pages, to be saved in .pdf format



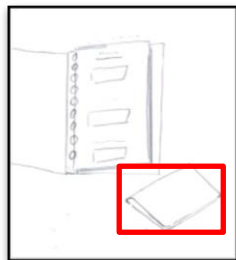
Further Description (Page 1 Cover Page)



- 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.



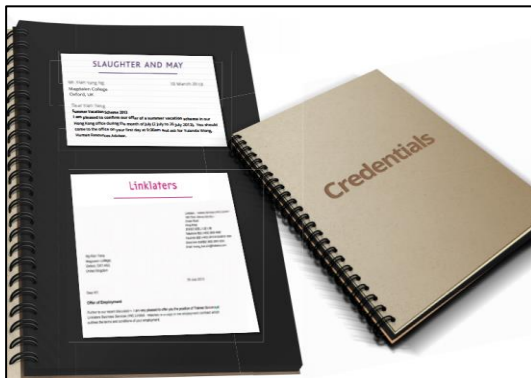
The picture above shows my initial, poorly sketched draft. In the picture below, at the bottom right hand corner we see a mini version of the same folder which is closed. That's how the reader can tell that it's a folder. But you don't have to follow this idea, its just my suggestion.



3) Here are some possible designs for the folder:

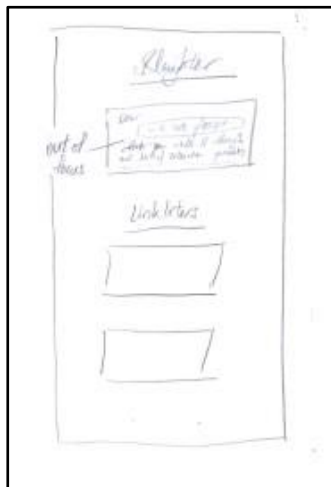
| | |
|---------------|--|
| Possibility 1 |  https://holzalbum.de/bilder/produkte/klein/dunkler-Praesentationsordner-aus-Holz-DIN-A-4-Ringbuch-Holzordner.jpg |
| Possibility 2 |  http://ecx.images-amazon.com/images/I/41e-S8Xcz9L_SX300.jpg |
| Possibility 3 |  http://www.arc4studio.com/Albums/pics/alb/black_elegance.jpg |
| Possibility 4 |  http://goo.gl/xGhNBd |
| Possibility 5 |  http://goo.gl/M4e7x0 |

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



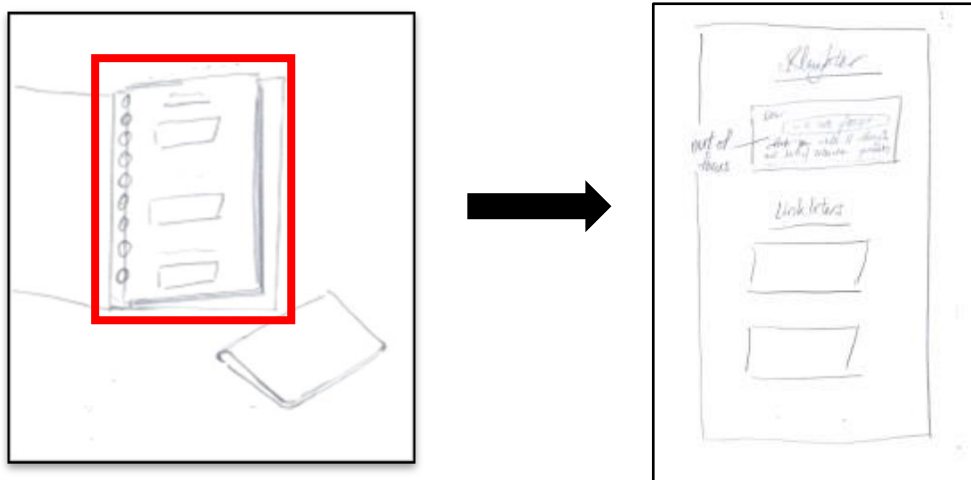
Page 1

Further Description (Page 2)

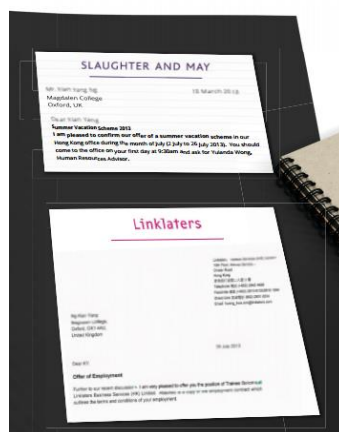
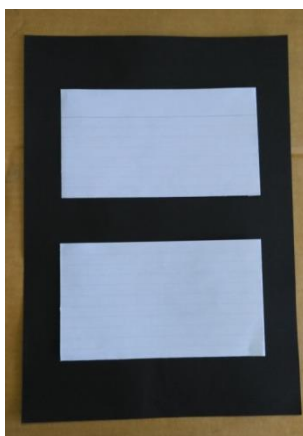


Page 2

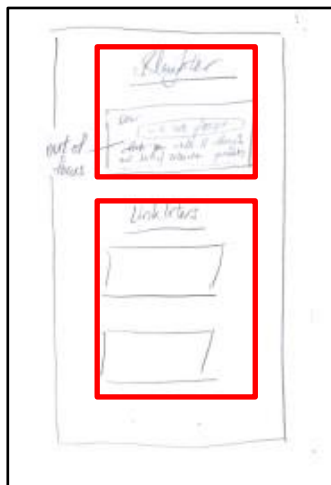
- 1) Page 2 is basically a zoomed in version of Page 1



- 2) Current design: too flat/plain/2d/unprofessional

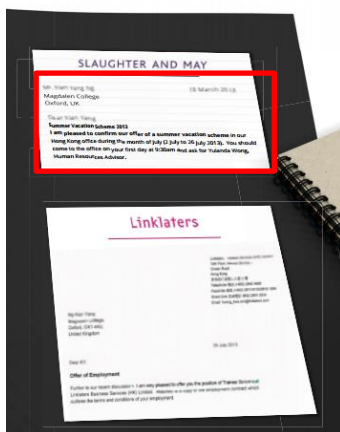


- 3) These white boxes will contain the main content for this brochure.



Page 2

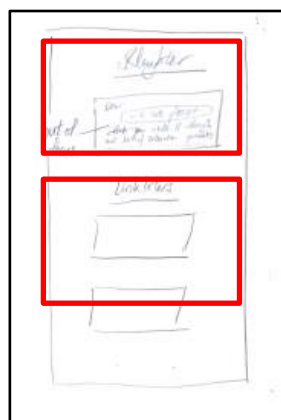
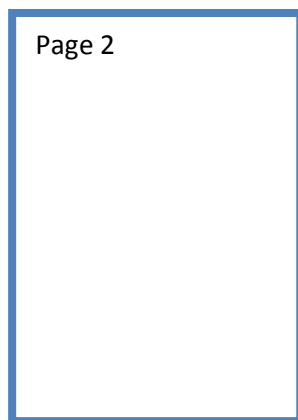
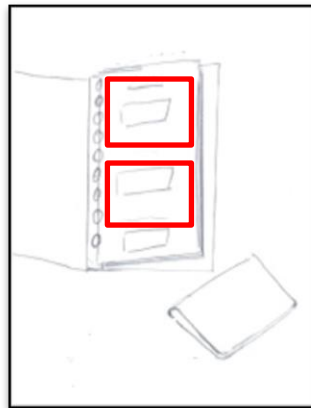
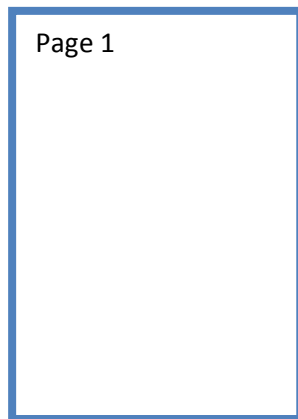
- 4) Current Design:



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



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



- 7) 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

Mr. Kian Yang No
Magdalen College
Oxford, UK

15 March 2013

Dear Kian Yang,

Summer Vacation Scheme 2013

I am pleased to confirm our offer of a summer vacation scheme in our Hong Kong office during the month of July (2 July to 28 July 2013).

You should come to the office on your first day at 9.30 a.m and ask for Yulanda Wong, Human Resources Advisor. The arrangements for your placement are as follows:

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



<http://goo.gl/hEgMRI>

colours are in nature or in any object or in any object. For example, a red car or a green frog. But colour is really what we see as a result of three factors: interacting light, the object, and the observer. As rays of light hit the object, the object absorbs some light and reflects some light. We see the reflected light and perceive it as colour.

Different colours reflect light of different wavelengths. Human eyes are able to perceive thousands of colours in the visible spectrum of light.

When you apply ink to paper, the colours we see result from the light that the ink reflects. Computer monitors use emitted light rather than reflected light. The colours we see result from light emitted from the screen.

To describe how colour is produced or perceived, we use colour models. Computer monitors display colours by producing varying amounts of red, green, and blue light - the RGB colour model. Human eyes perceive colour by its hue, saturation, and brightness levels - the HSB colour model. With Photoshop you can select colours using either the RGB or HSB colour model. You can also select images using the CMYK (Cyan, Magenta, Yellow, Black) model, which is used for high-end printing applications.

RGB is the default colour model in Photoshop. Photoshop uses your preferred colour model (RGB or HSB) whenever colour values are displayed. When you select colours from the Colour Picker, you are able to enter RGB or HSB values regardless of your preference setting. The colour model used to display colour values on-screen has no effect on how colours are printed.

<http://goo.gl/o1F7PG>

8) The four offer letters to be used are shown below:

Job Offer 1 Picture

Mr. Kian Yang Ng
Magdalen College
Oxford, UK

15 March 2013

Dear Kian Yang,

Summer Vacation Scheme 2013

I am pleased to confirm our offer of a summer vacation scheme in our Hong Kong office during the month of July (2 July to 26 July 2013).

Job Offer 2 Picture

Ng Kian Yang
Magdalen College,
Oxford, OX1 4AU,
United Kingdom

29 July 2013

Dear KY,

Offer of Employment

Further to our recent discussions, I am very pleased to offer you the position of Trainee Solicitor at Linklaters Business Services (HK) Limited. Attached is a copy of the employment contract which outlines the terms and conditions of your employment.

Job Offer 3 Picture

Dear Leslie:

Trainee Solicitor 2017

We are delighted to extend to you an offer to join Sullivan & Cromwell (Hong Kong) (the "Firm") as a Trainee Solicitor in the fall of 2017. This offer is contingent upon your passing the PCLL at first attempt; and upon satisfactory completion of final reference checks, clearing any potential conflicts, confirmation of academic and professional qualifications and obtaining valid work authorization in Hong Kong.

Job Offer 4 Picture

Dear Leslie:

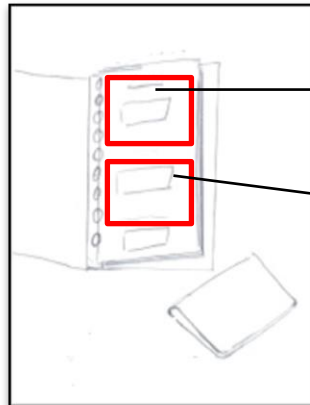
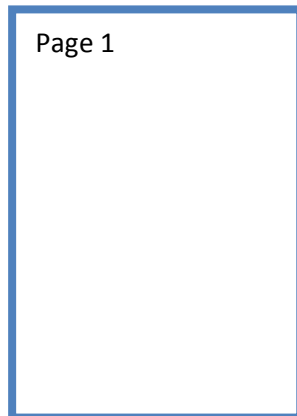
It was a pleasure having you on our vacation scheme.

I am pleased to offer you a Training Contract with Slaughter and May's Hong Kong office commencing in the summer/autumn 2017, subject to the terms and conditions which are set out in the enclosed note and satisfactory references.

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

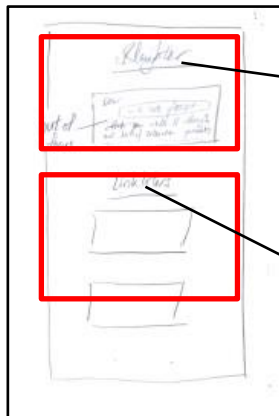
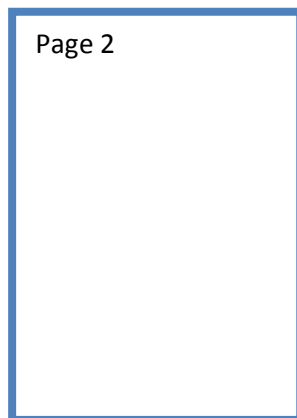


10) Here are the four logos you should use:



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

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



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

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