

# Brochure Design (side 1)

By: Lauren McCarthy



Disney's Animal Kingdom theme park is full of attractions, adventures and entertainment that reflect Walt Disney's dedication to nature and conservation. The Park leads the way in animal care, education and research. Home to more than 1,700 animals from 250 species and sprawling across 500 acres of lush landscape, Disney's Animal Kingdom theme park is the largest animal-themed park in the world! Within each area, encounter real and fantastic animals. Get close enough to pet some of them, or ask for their autograph! You can search for the Yeti or even find Nemo! Exciting attractions await, as does live and wild entertainment that invite you to be part of the excitement.



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## Brochure Design (side 2)



Magic Kingdom theme park captures the enchantment of fairy tales with exciting entertainment, classic attractions, backstage tours and beloved Disney Characters. Designed like a wheel with the hub in front of Cinderella Castle, pathways spoke out across the 107 acres of Magic Kingdom theme park and lead to these 7 whimsical lands including Adventureland® and Tomorrowland®. Get swept up in the spectacle of splendid parades and fireworks shows at Magic Kingdom theme park—it's here that dreams come true for children of all ages.



### EPCOT'S FUTURE WORLD

Future World is full of sensational attractions—including one of the fastest attractions in all Disney Parks—as well as inspiring entertainment and shows, all of which focus on technological advancements, innovation and wonder. Here, ideas become reality. The Epcot theme park icon, Spaceship Earth, looking like a giant golf ball rising high above the horizon, welcomes you as you walk through the Park's main entrance.



### EPCOT'S WORLD SHOWCASE

Beyond Future World, if entering from the main gate at Epcot theme park, is the World Showcase area. World Showcase is a collection of Pavilions that wrap around the World Showcase Lagoon. Inside the Pavilions, find shops, attractions and restaurants that represent the culture and cuisine of 11 different countries including Mexico, Norway and Japan.



Now known as Disney's Hollywood Studios, this theme park offers behind-the-scenes glimpses of Hollywood-style action with live shows, thrilling attractions, backstage tours and special events that only happen in this Disney Park dedicated to entertainment. The glitz and glamour of the Hollywood Heydays from the 1930s and 1940s are captured by the neon, chrome, art deco and modern architecture throughout Disney's Hollywood Studios theme park. The streets and sections of the 4 areas of the Park blend together like a large, bustling movie set.



I created this brochure for an assignment in my Electronic Editing course at Spring Hill. We were allowed to pick our own topic and content. I chose Disney because I am very passionate about what the company has to offer. They focus on excitement and consistency and these are two things that I look for in my own life. I wanted to create a neat and clean brochure that included necessary basic information about the four main parks of the Walt Disney World Resort. The brochure was created using InDesign CS3. Through creating this brochure, I was able to utilize new skills directly from the class including making the backgrounds more transparent and creating a cohesive product. I was responsible for every aspect of the design. Most of the copy is based off of information from the Disney Website. Having the opportunity to learn through fun assignments such as this has really fueled my enthusiasm for the classes fulfilling my Integrated Communication major at Spring Hill College. Even though I am not specifically a Graphic Design major, I enjoyed being able to add these new design skills to my repertoire.