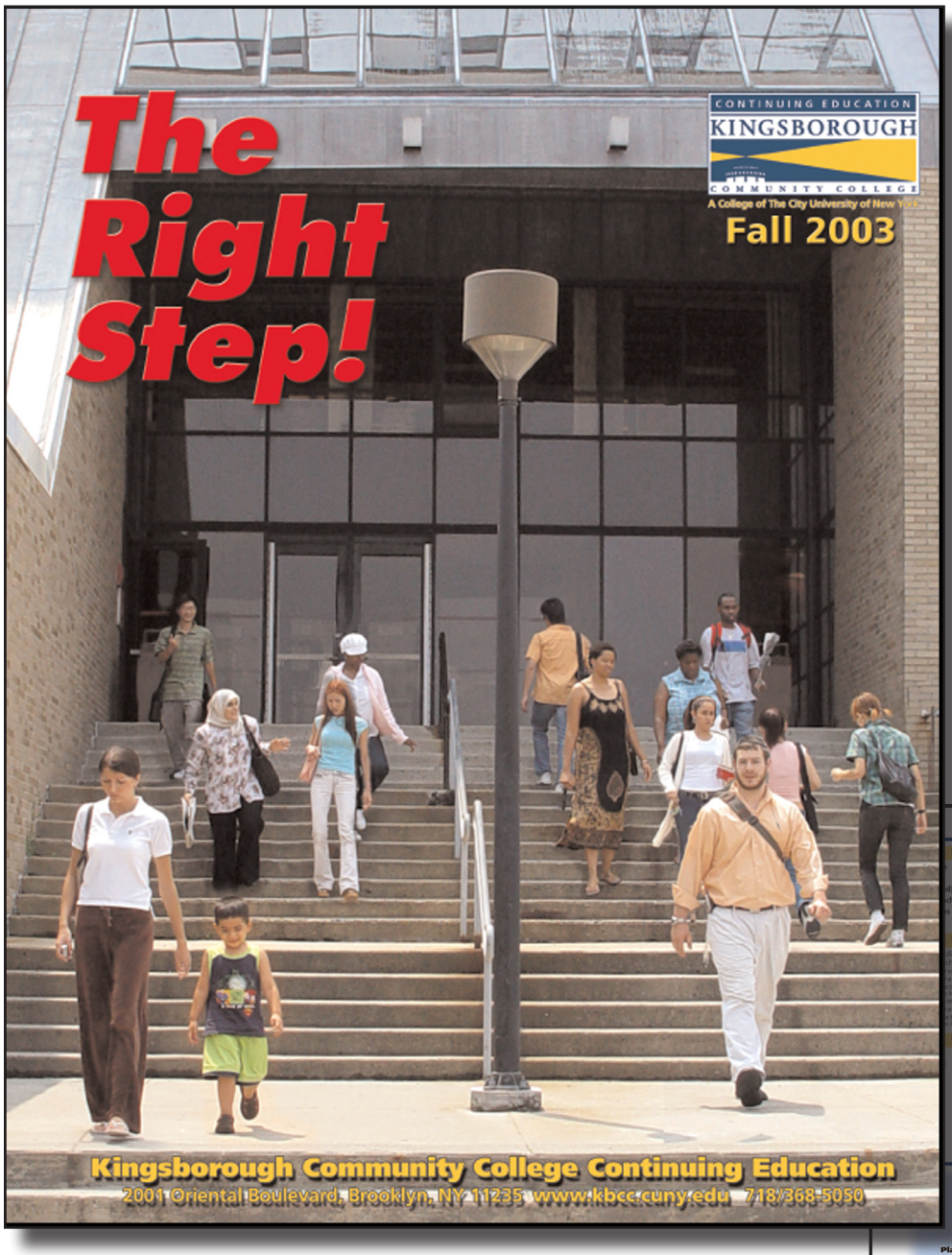
Bruce Wasserman

Kingsborough Community College Catalog



This catalog was designed to show the rich diversity of the student population at Kingsborough Community College. The ***cover*** consists of 15 separate shots that were put together with Photoshop. I took the photographs with my digital camera, fixed the perspective of building and merged the separate shots of the people into the final composite. In that way I was able to capture candid real life shots of people entering and exiting the library.

I created the ***map*** of the campus which was repurposed by other departments, designed, created the catalog and oversaw the web printing.

*Thez **8¼" x 10 ¾"** catalog cover was printed on 12 pt glossy cover, 4 colors over 4 colors with an aqueous coating. The inside was printed 2 colors on newsprint on a web feed press. The catalog center stapled.*

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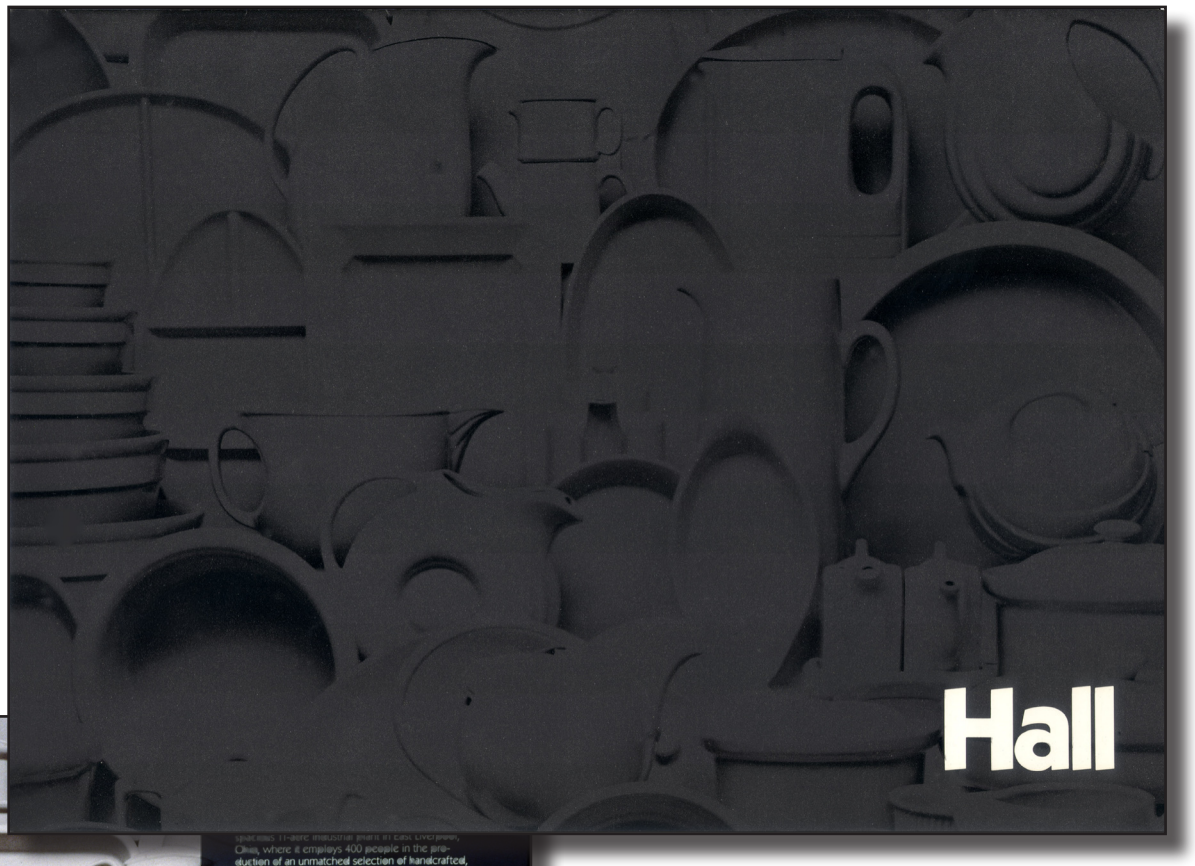
Hall China Trade Catalog



The concept behind this trade ***catalog*** for the Hall China Company was that the trade buyer was in the dark about the company and this catalog was intended to enlightened them about the rich history of the company. As they opened first fold they would be thus shedding light on Hall China and going away from the all black. The next fold presented the diverse line of products along with the rich standard colors combined with the many colors that were available on a custom basis.

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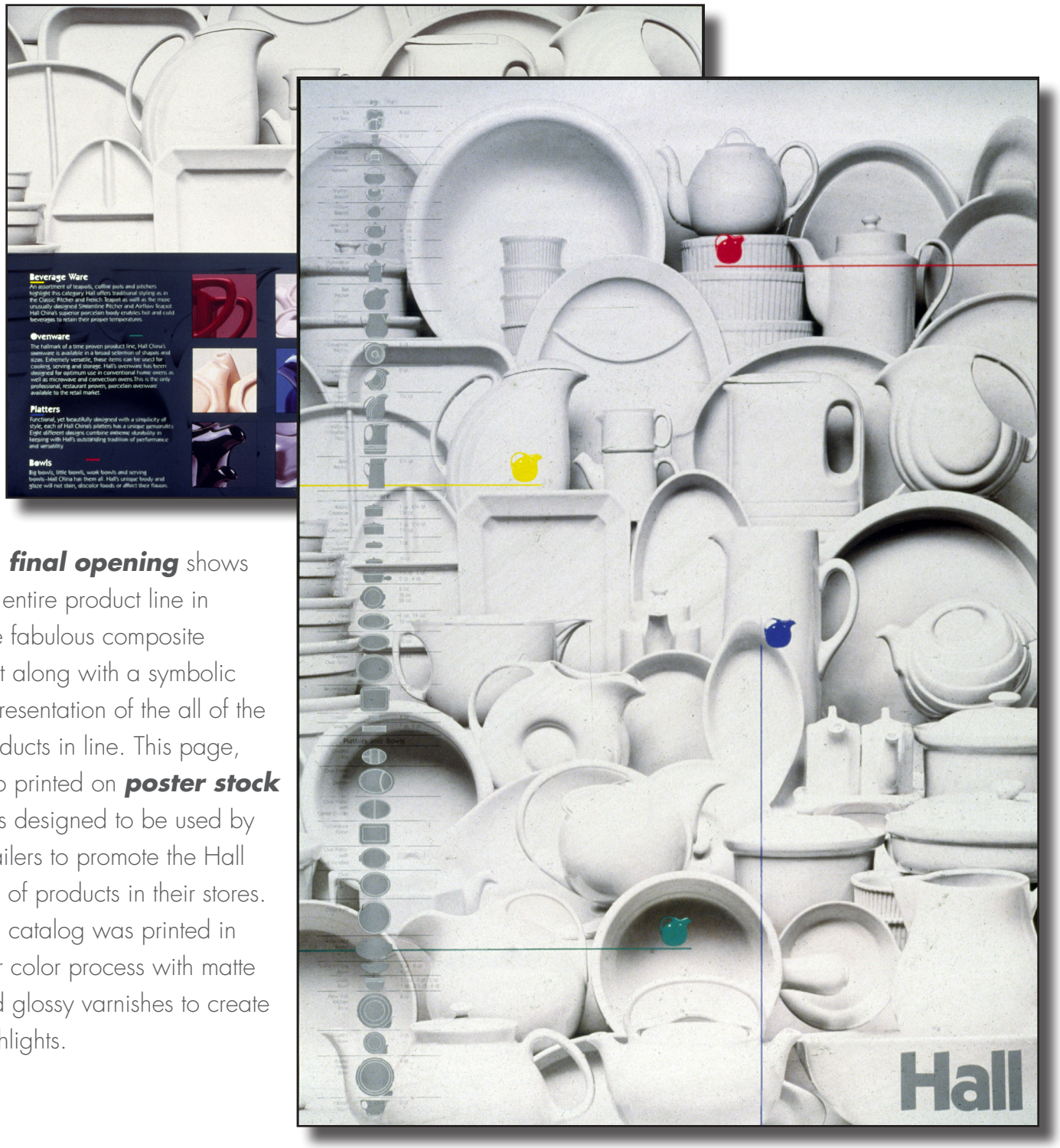
Hall China Trade Catalog

(Continued)

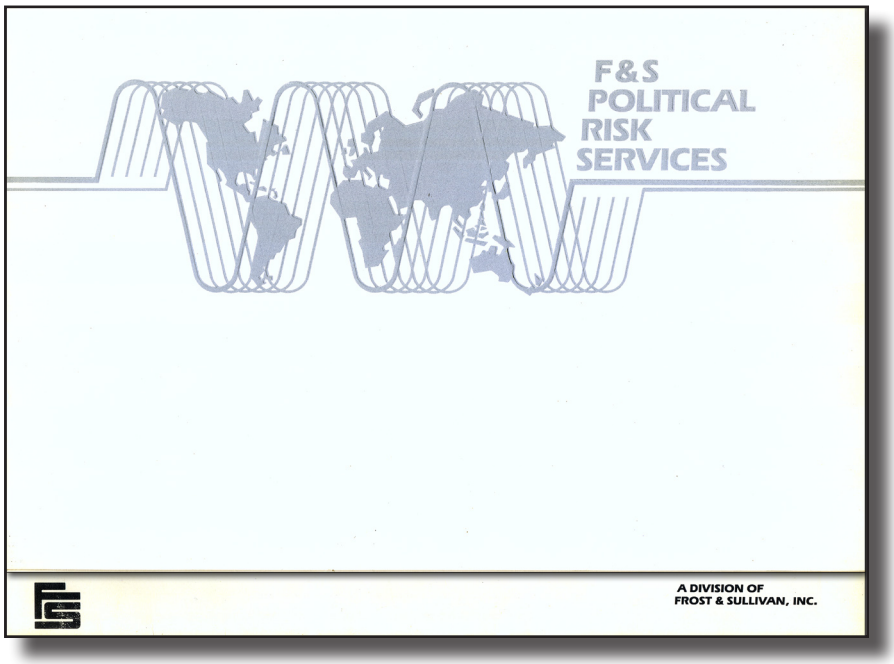


The ***final opening*** shows the entire product line in one fabulous composite shot along with a symbolic representation of the all of the products in line. This page, also printed on ***poster stock*** was designed to be used by retailers to promote the Hall line of products in their stores. The catalog was printed in four color process with matte and glossy varnishes to create highlights.

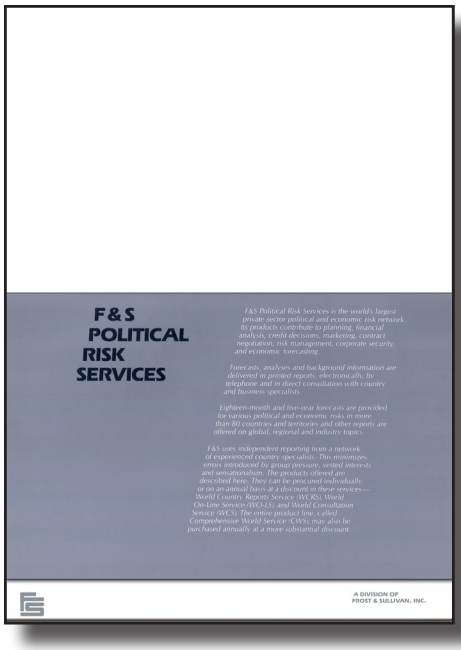
This catalog was printed on 12 pt glossy text stock, 4 colors over 4 colors with matte and glossy varnishes and folded 4 times from ***18 ¼" W x 25 ¾" T*** *to* ***18 ¼" W x 12 7/8" T*** *to* ***9 1/8" W x 12 7/8" T*** *down to* ***9 ¼" W X 6 ½" T.***

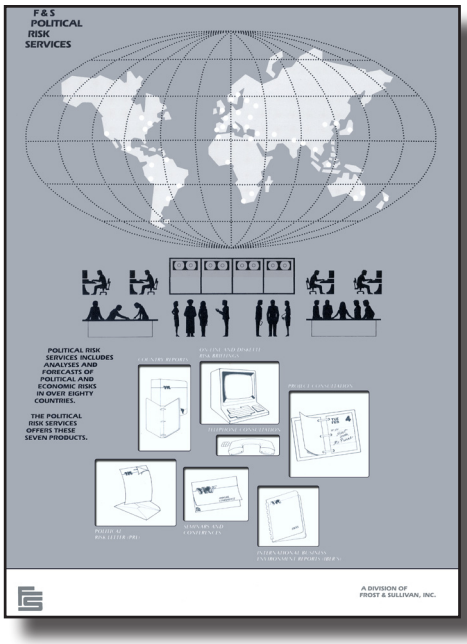
Bruce Wasserman

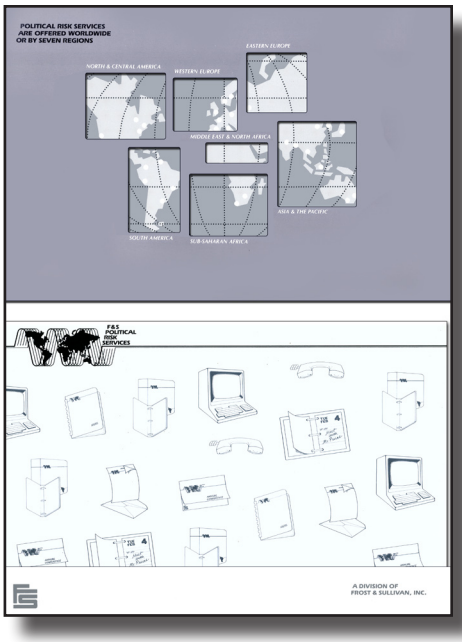
Frost & Sullivan Political Risk Brochure



This piece for the ***Frost & Sullivan Political Risk Services*** was designed to serve two purposes. The fully composed piece, consisting of the embossed cover and die cut inside pages had a catalog in the pocket which worked with the die cut to highlight each of the seven products being offered. The inside ***catalog*** communicated more detail about each component of the service as well as the different packages that were available. In this way a complex offering matrix was easily communicated. The white embossed cover outside cover was also used without the die cut insert for proposals presentations.





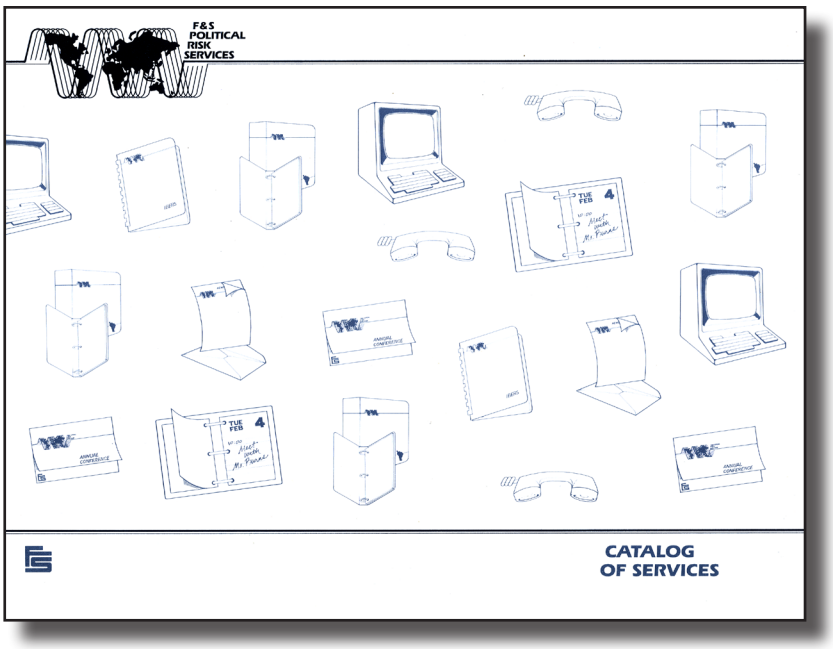


The folder was printed on 14 pt glossy stock with one PMS color and blind embossed. The die cut insert was printed in one PMS color and black and stapled inside. The cover was folded and glued to from a pocket to hold the catalog or a proposal. Piece is folded to ***11 5/8" W X 8 7/8 T"*** .

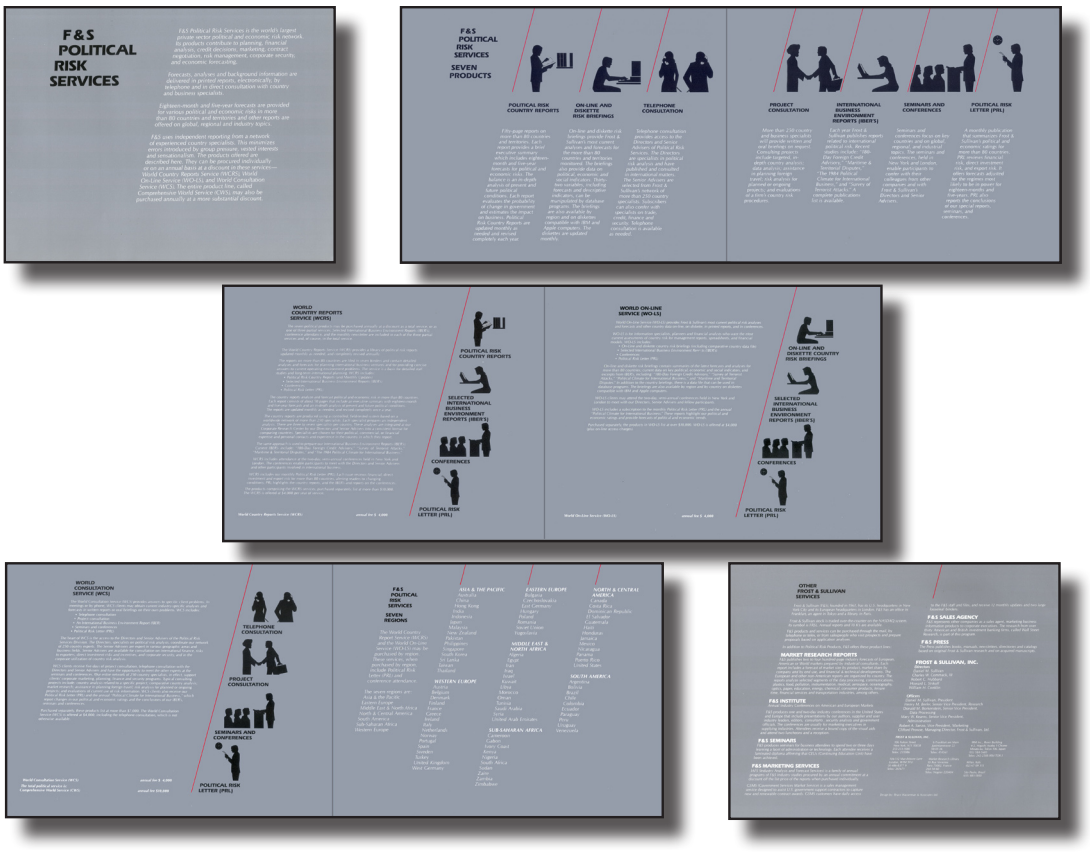
Bruce Wasserman

Frost & Sullivan Political Risk Brochure

(Continued)



The catalog insert described all aspects of the program: ***seven*** basic services, ***three*** separate package deals and one ***total deal*** for the ***86*** countries in the ***seven*** regions of the world that were covered.



This catalog cover was printed on 12 pt glossy cover stock with one PMS color. The inside is printed on 10 pt glossy text stock with 2 PMS colors and stapled to the cover. Catalog is ***11" wide x 8 1/2" tall****.*

Bruce Wasserman

Beyond Basics Self Promotional Catalog

This self promotional catalog was intended to convey the thought that my design philosophy went ***Beyond Basics***. The cover suggested that a *basic display* was to place an object on a stand and place a light over it; a *basic package* was merely a bag in which the product would be placed and a *basic telephone* was two tin cans connected with a wire. The inside reused the cover symbols as section heads for the categories (***Product Design, Packaging, Exhibits and Point-of Purchase Displays***). This piece was printed in four color process and glossy and matte varnishes. ***Each fold*** showed a portion of the design experiences with explanations.

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Beyond Basics Self Promotional Catalog

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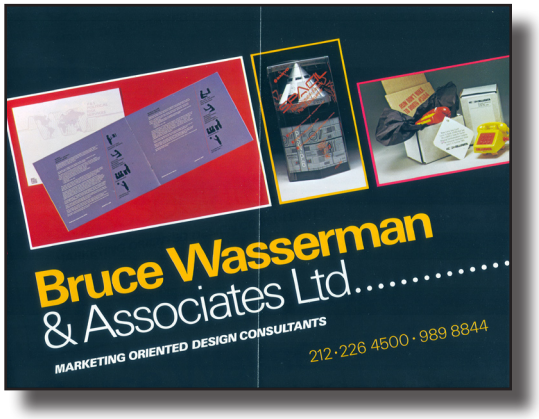
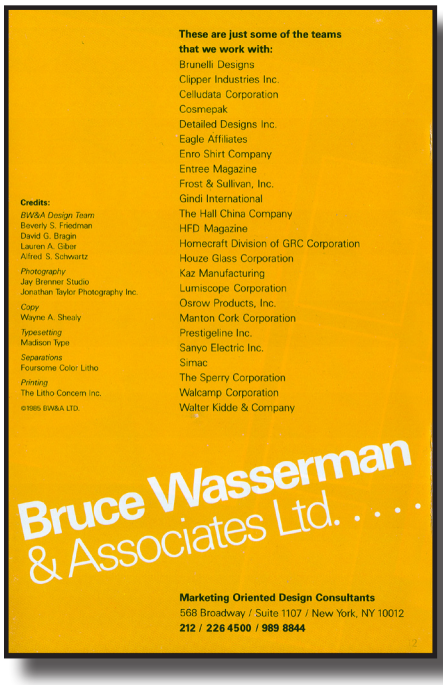


Fully opened, a full range of designed experiences ranging from ***product design*** to ***marketing and advertising*** to ***packaging*** to ***exhibit and point of purchase displays*** to ***corporate identity*** were highlighted against a matte background.



This catalog was printed on 12 pt glossy cover paper stock, 4 colors over 4 colors with matte and glossy varnishes and folded 6 times from ***25 ½" W x 7 ¾" T*** *down to* ***5 ¼" W x 7 ¾" T****.*