

Annual Report for a (*Fantastical*) Business

Portfolio II: Project 3

OBJECTIVE

Create an annual report for an organization (or individual) that is beyond the ordinary.

OUTCOME

1. Cover

The cover design should reflect the company image. It might incorporate corporate colors and logo. It may include images suggestive of the past year (new product introductions, for example). As a minimum the cover should usually contain basic identifying information:

- Name of Company or Organization
- Year of the Annual Report
- Date of Annual Report

2. Narrative Statements

The narrative section may have many sub-sections. These might include any of these:

- Looking Back / Overview
 - Mission Statement/Corporate Message*
 - Letter to Stockholders*
 - History of Company or Organization*
 - Services / Product Lines (Sales & Marketing)*
 - Management Report*
 - 5-10 Year Financial Summary*
- Performance / Year in Review
 - Significant Events*
 - Analysis / Significant Trends*
 - Testimonials*
 - New Products*
 - New Services*
 - New Patents/Research*
 - Stock Analysis*
- Looking Forward
 - Immediate Future Plans*
 - Long-term Plans*
 - New Initiatives*
 - Imminent New Products / Services*
- Photos/Illustrations

Any or all sections may include appropriate photographs or illustrations. These may be photographs of buildings inside and outside, pictures of people including company executives, employees, and customers, products in development or in use, events, logos, symbols or icons, sketches or drawings of products, or images that illustrate key services.

3. Financial Statements

The financial statements are the raw data upon which much of the narratives are based:

- Income Statement
- Balance Sheet
- Cash Flow Statement
- Auditor's Report
- Graphs and Charts

4. Infographic

Present data about your company in a graphic format to give someone a quick overview of the information. You can design this as a single page or use a spread for more real estate.

5. Appendices and References

Any supporting documents not included in the narrative or financial sections including stockholder information (next annual meeting, general stock info), list of directors and officers, list of offices/divisions with addresses, list of brands, affiliates, subsidiaries would be included after the financial statements. For certain industries, a glossary of terms may be a good addition to the annual report—helpful to those stockholders and investors not intimately familiar with the jargon.

Specifications (items may be added, if needed):

- size is your choice but I would consider the printers max size of 11 x 17
- minimum pages = 16 (including cover)
- binding is up to you- full color is good
- must be completed in Adobe InDesign
- must include a typographic mark for the profession
- must include a general statement about the profession and the year in review.
- must include at least one graph and one infographic
- must include at least one page of listings (donors, etc)

PROCESS

The most creative aspects on an annual report, for a designer, are the cover and narrative sections. But the financial section should also continue the same visual theme—and it's often the most critical part of the report in the eyes of stockholders, investors, and financial analysts. For publicly traded companies and non-profit organizations some elements are required such as auditor's report and financial statements.

While the company or organization supplies the content, the designer (in collaboration with the client) is responsible for arranging the content and creating an attractive, readable annual report. As with other types of multi-page documents, the page composition of an annual report may incorporate some or all of the five types of visual signposts: artwork, titles, paragraph emphasis, character emphasis, and explicit navigation elements.

However, this should be annual report that is anything but typical. This should be an annual report for someone or something that doesn't normally need an annual report. Provide yourself with lots of room to be creative!

SCHEDULE

September 22 (M)

In class & outside of class: Find examples of annual reports that go beyond the normal realm of what is expected or have remarkable design structure. Begin brainstorming on your unique organization.

September 24 (W)

Due: *Research on annual reports Your unique organization chosen.*

In class: Discussion on annual reports, presentation of examples you found well designed annual reports. Presentation of organizations.

Outside of class: Work in class to gather your data and outline of information. Work on fonts & colors.

September 29 (M)

Due: *Outline of Information. Font & Color studies.*

In class: One-on-one critiques. Work in class.

Outside of class: Collect examples of infographics. Work in class. Three typographic mark roughs.

October 1 (W)

Due: *Two spreads due. Infographic research. Typographic mark roughs.*

In class: Discussions of infographics. Work in class.

Outside of Class: Four more spreads. Start infographic.

October 6 (M)

Due: *Infographic roughs. Annual report roughs. Typographic mark comps.*

In class: Round table.

Outside of Class: Continue to refine infographic, spreads, construction of book.

October 8 (W)

Due: *Infographic comps. Annual report comps due digitally.*

In class: One-on-one critiques. Work in class.

Outside of Class: Continue to refine infographic, spreads, construction of book.

October 13 (M)

Fall Break. Enjoy!

October 15 (W)

Due: *Dummies*

In class: Round table.

Outside of Class: Print and bind report.

October 20 (M)

Due: *Complete Annual Reports due. Critique.*

SCHEDULE

September 18 (R)

In class & outside of class: Find examples of annual reports that go beyond the normal realm of what is expected or have remarkable design structure. Begin brainstorming on your unique organization.

September 22 (T)

Due: *Research on annual reports. Your unique organization chosen.*

In class: Discussion on annual reports, presentation of examples you found well designed annual reports. Presentation of organizations.

Outside of class: Work in class to gather your data and outline of information.

September 25 (R)

Due: *Outline of Information*

In class: Work in class. Work on Font & Color studies.

Outside of class: Work in class to gather your data and outline of information. Work on fonts & colors.

September 30 (T)

Due: *Font & Color studies.*

In class: One-on-one critiques. Work in class.

Outside of class: Collect examples of infographics. Work in class. Three typographic mark roughs.

October 2 (R)

Due: *Two spreads due. Infographic research. Typographic mark roughs.*

In class: Discussions of infographics. Work in class.

Outside of Class: Four more spreads. Start infographic.

October 7 (T)

Due: *Infographic roughs. Annual report roughs. Typographic mark comps.*

In class: Round table.

Outside of Class: Continue to refine infographic, spreads, construction of book.

October 9 (R)

Due: *Infographic comps. Annual report comps due digitally.*

In class: One-on-one critiques. Work in class.

Outside of Class: Continue to refine infographic, spreads, construction of book.

October 14 (T)

Fall Break. Enjoy!

October 16 (R)

Due: *Full-size dummies*

In class: Round table.

Outside of Class: Print and bind report.

October 21 (T)

Due: *Annual Reports due. Critique.*