

Annual Report

NOAA'S National Ocean Service: Accomplishments 2002

Background

NOAA's National Ocean Service protects and preserves America's coasts in many ways. It promotes safe navigation for commerce, supports coastal communities, protects and restores habitats, and immediately mitigates coastal hazards when disaster strikes. There are several specific audiences for NOAA's National Ocean Service annual Accomplishments brochure. Some examples include partner agencies and organizations, U.S. Congress and the Federal government, and the private sector.

JDG's Solution

This brochure was designed by JDG Communications to reflect on the past year's accomplishments through the use of elegant typography, an illustrated wave motif and photographic montages that accurately represent the scope of the subject matter. The brochure was intended to be visually engaging to draw the reader in and to tell the story of NOAA's National Ocean Service's 2002 accomplishments in a powerful way.

As of March 2003, the brochure had been distributed to several thousand people in NOAA's National Ocean Service's audiences. JDG Communications has received positive feedback from our contacts at NOAA about the finished product reflecting praise from people at every level of NOAA's organization.

