



◀ The 696-page volume chronicles the birth and disintegration of the pineapple industry in the Hawaiian Islands.

Profile of the rise and fall of an industry

Topic

An in-depth discussion of the rise and fall of the Hawaiian pineapple industry, compiled from first-hand knowledge, detailed research and numerous personal interviews.

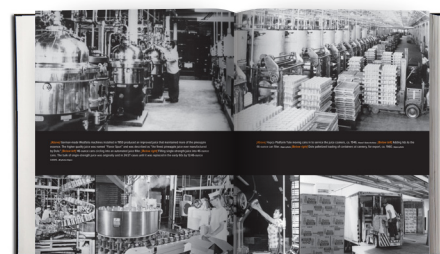
Challenge

The detailed text, commentary, interviews and compilation of old photos and documents provides an overview of the impact of the pineapple industry in Hawaii and around the world. It describes the birth and death of an industry and way of life in the Hawaiian Islands during the twentieth century. Our challenge was to develop a format and layout to

present the story in an appealing manner, generate captions for the extensive photos and visuals and efficiently produce a final document for publishing.

Strategy

Design a format with oversized photos on chapter dividers; create a template for captions and pages of visuals—photos, old ads, maps and more; research and compile additional photos and ads to supplement those provided; produce layouts by chapter and continue to update, edit, revise and proof over the course of three years of production; research and coordinate final printing overseas.



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