

# Brochure

## Description

A brochure is a popular format for advertising places or events, for sharing product or service information, for promoting tourist attractions, for offering special invitations, or for describing exciting exhibits and displays. Most brochures are two-sided, paper tri-folds that contain colorful illustrations, descriptions, charts, graphs, maps, or diagrams designed to provide the details needed to understand the subject of the brochure.

Examples of brochure topics are an imaginary trip to a rain forest or a national park, a local science museum, an outdoor garden, a medieval castle, an Egyptian pyramid, a pioneer village, or a southern plantation. Product brochure examples include books or inventions, and performance brochures could invite audiences to plays, skits, or concerts.

## Planning

1. Visit a travel agent, a motel/hotel lobby, a tourist information center, or an American Automobile Association (AAA) agency to pick up several different brochures about events or attractions in your community.
2. Study these brochures and list all the different things they promote and the types of information they present. Note their diverse layouts and how effective the layouts are in presenting information.
  - a. Rank order the brochures you collected at the start of the project from your least favorite to your most favorite. Determine what characteristics distinguish your favorites from your least favorites.
  - b. Using these findings, establish a set of criteria for judging the appeal and accuracy of your finished brochure. Organize your criteria into a rubric format.
3. Next, decide on a specific part of the topic you have studied that would be suitable for making a brochure.
4. Decide the information to be printed in the brochure and research all areas to be discussed, described, or illustrated. The brochure's purpose is to accurately depict a location, subject, or performance so that the reader will be interested in visiting or learning more about it. Be sure to include graphics and illustrations to highlight special features.
5. Fold a legal size paper (8½" x 14") into thirds. Try to organize the information to be shared so that each of the six sections of the brochure has a specific purpose or focus. Try to vary the types of graphics, the size of typeface, the location of charts/diagrams/graphics, the length of copy, and the placement of titles.

## **Assessing**

1. After filling out a rubric to evaluate your work, ask your teacher and your teammates to evaluate your brochure using the rubric you developed.
2. Collect the rubrics and compare them. What parts of the brochure captured what you wanted to convey about your topic? What would you do differently next time to improve the quality of your brochure?

## **Technology Connection**

1. Storyboard your brochure at <http://fcit.usf.edu/lmm/pdfs/Storyboards.pdf>
2. “Use Word to Create a Tri-Fold Brochure” by Susan Daffron at:  
<http://www.computorcompanion.com/LPMArticle.asp?ID=143>
3. “Create a trifold brochure” at [www.studio.adobe.com](http://www.studio.adobe.com)