

A brochure or pamphlet is a single sheet document, often folded into thirds, that is mass-produced to provide information to the public. Brochures have a single focus that may include information about an event or organization, sell a product, or solicit support for a point of view or course of action. In the context of the geography classroom, the latter is the most likely purpose for students to create a brochure. Furthermore, in this context, probably only one copy would be produced to reflect a specific set of outcomes, unless it is created as part of a real-life information campaign.

Brochure Format

A typical brochure consists of a single 8.5 x 11-inch sheet of paper that is folded into three sections. Normally the front outside panel contains "front cover" information (title, heading, logo, purpose, etc.), interior pages include the body of the message, and the back outside panel contains a summary of information and contact details. Most brochures make use of both sides of the sheet of paper, thus it should be developed so the reader can easily determine the purpose and authors of the brochure regardless of which side is read first.

Suggestions For Students

Planning the Brochure:

Assuming that the purpose of the brochure is to promote a point of view or course of action, many of the suggestions for persuasive writing would be relevant (see TN-25: Persuasive Writing). In addition, a number of design considerations would be similar to those in producing a poster (see TN-18: Creating a Poster):

- Begin by collecting and viewing a number of professionally produced brochures, and note the features that make each effective or ineffective.
- Determine the purpose of your proposed brochure and your prospective audience.
- Conduct research to collect necessary information and visual materials.
- Carefully develop the text and select or produce the visuals you plan to use.
- Determine the size and background colour of your brochure.
- Plan the layout carefully for each panel of the brochure to create a visually effective product that sends your message clearly and precisely.

Creating the Brochure:

- Develop a phrase or slogan that will immediately appeal to your prospective readers.
- The introduction, or lead, should make a clear statement while at the same time capturing the readers' interest.
- Use subheadings and bullets to organize information effectively.
- Use font type, size, and format (bold, italics) for maximum effect.
- Since the main purpose of a brochure is to provide information, images should be small, few in number, and carefully selected to enhance the text message.
- Develop the first draft of the brochure.

Finalizing the Brochure:

- Have someone critique the draft, and make the necessary changes and improvements to complete your final copy.