DESIGN A BROCHURE

Estimated Time: 40 minutes

Guiding Question: What relevant information about my topic needs to be included on a brochure as a form of advertising?

Concepts: Advertising techniques

Materials and Resources	Learning
1. Tri-Fold Brochure Template 2. Digital photo of a logo design 3. Toolkit: Info Sheet - Making a Brochure - Advertising Techniques 4. Technology for creating brochure 5. Pens, paper, markers, etc. if doing brochure by hand	• Create a tri-fold brochure that effectively advertises your topic

Time	Module Content	Additional Resources and Notes
5 minutes	**To get you going:** You will create a brochure for a topic or product of your choice. A company brochure can be a valuable advertising tool for trade shows, conventions and conferences. A potential customer can take with them for future reference. You will be creating a tri- fold brochure, using a template from Google Docs. This brochure will incorporate all the information you have about the topic/product you have chosen.	Tri-fold brochure templates can also be found in Microsoft Publisher

35 minutes	**To do:**
	The Google Slides tri-fold brochure template ensures that the front and back pages line up when printed. The brochure should include the following:
	
	• Information about this new and exciting product
	   o How it works
	   o What it is made of
	   o How it will help you perform a task
	   o Special features that might appeal to the consumer
	   o Eco-friendly points (recyclable, etc.)
	• Information about the company that is of interest
	   ○ Contact info
	   ○ Social media links
	   ○ Website address
	• Logo (use a digital photo of your logo design)
	• Slogan
	• Price
	• Images of the product (product being used, etc.)
	
	Other advertising techniques (testimonials, celebrity endorsement, etc. Refer to the Advertising Techniques chart for additional ideas to include in your brochure.
		Tri-Fold Brochure Template
		
		Toolkit: Info Sheet - Making a Brochure - Advertising Techniques