

# Brochure Design

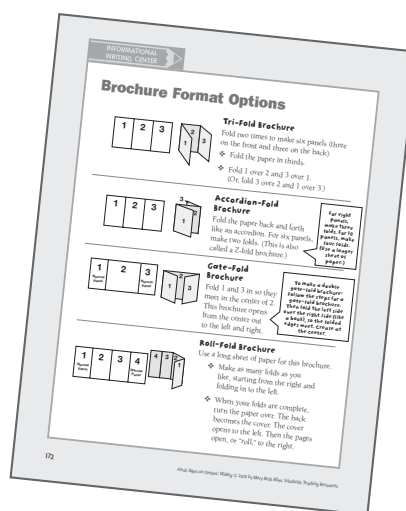
**Description:** Students summarize important information about a topic of interest by synthesizing within subtopics for a brochure they create.

## Materials

- ✦ Informational texts in a variety of formats (such as magazines and newspapers, books, brochures, and websites)
- ✦ Assorted brochures (serving as models for the brochure format)
- ✦ Note-taking organizer (such as Notes in a Box, page 149)
- ✦ Student directions (page 171)
- ✦ Brochure Format Options (page 172)
- ✦ Brochure Planning Sheet (page 173)
- ✦ Brochure Graphics (page 174)

## Procedures for Teaching

1. Pass around sample brochures in different formats, such as bi-folds (also “book” folds, the simplest format), tri-folds, Z-folds, and gate-folds. Explain that a brochure (or pamphlet) is like a small booklet, and usually combines graphic elements and text to present information about a topic. Have students notice similarities and differences among different brochures.
2. Identify a topic of interest, such as “places (landmarks, sports fields) in your town.” Explain that before you create a brochure about this topic, you need to gather information. Using the Notes in a Box organizer (or other organizer with subtopics), model taking notes about the topic.
3. Display the Brochure Format Options page. Review the various options shown, then model folding a sheet of paper to create a tri-fold format. Point out that with a tri-fold, the back of the paper becomes the brochure cover.



## Teaching



Brochures offer appealing opportunities to produce informational texts that incorporate a variety of features. Students can create brochures about endless topics of interest, such as the following.

- Get to Know... [the Animal Shelter, Our School, etc.]
- A Guide to the Game of... [Soccer, Basketball, etc.]
- What You Need to Know About... [Playground Safety, Dental Health, etc.]
- Caring for Your... [Dog, Cat, etc.]
- All About... [Computers, Paper Airplanes, etc.]
- A Tour of... [National Landmarks, the Human Body, etc.]

4. Review your notes and think aloud about the organization of your brochure. Display the Brochure Planning Sheet, then choose one of your subsections and model the process of synthesizing information on one panel (or section) of the brochure—for example, using paragraph form, a bulleted list, or a chart.
5. Complete a second section of the brochure, this time inviting students to help. Share the Brochure Graphics and choose several to integrate into your design.
6. Once students understand the process, let them work in small groups to complete remaining sections, using the notes and planning sheet to guide their work. Bring students together to share their work and complete the brochure.
7. For independent practice at the center, have students select topics of interest (personal or from a content area) and create informational brochures.



### Suggestions for Differentiated Learning

#### Provide More Support

- Assign each student one section of a brochure. Combine each piece of informational writing to create a complete brochure.
- Create a brochure paragraph frame and have students fill in the blanks with their information.
- Display word lists with related vocabulary for students to use in their writing.
- Have students choose one method only for presenting information, such as bulleted lists.
- Have students complete bi-fold brochures by simply folding a sheet of paper in half horizontally or vertically.

#### Provide More Challenge

- Invite students to experiment with features of informational writing, including labels, photographs, captions, tables, charts, maps, and diagrams.
- Encourage students to incorporate a variety of different formats, including paragraphs, lists, and graphic elements.
- Have students use multiple sources (such as books, interviews, and websites).
- Suggest students explore the use of color in their brochure designs. Red, for example, can convey energy. Blues and greens can create a calming effect.

# Brochure Design

## What to Do

1. Read about a topic of interest. Use a note-taking organizer to record key points and important details.
2. Choose a brochure format. Practice folding a sheet of paper to make the brochure. You can number your panels to keep track of what information is going where.
3. Use your notes to complete the Brochure Planning Sheet. Think about what information will go in each panel to create a “sketch” of your brochure.
4. Use your Brochure Planning Sheet to create a draft of your brochure. Find a classmate who is finished working, and ask him/her to read your brochure draft to you. As your classmate reads, note changes and corrections that will improve your writing, graphic elements, and design.
5. Create a final brochure.

## What You NEED

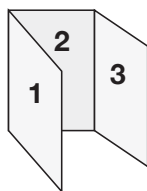
- ✓ Informational texts
- ✓ Note-taking organizer
- ✓ Brochure Planning Sheet
- ✓ Brochure Format Options (choose one)
- ✓ Brochure Graphics
- ✓ Paper
- ✓ Pencil, pen, markers, scissors

**Hint!**  
**Hint!**

Try these tips to create an eye-catching and informative brochure.

- ⇒ Use a subhead to organize each section. Choose words that will catch the reader's attention. Keep subheads short, and try using larger, boldfaced type.
- ⇒ Limit your text to short chunks.
- ⇒ Use a numbered or bulleted list to highlight key information.
- ⇒ Choose pictures that add new information about the topic.
- ⇒ Use diagrams, charts, and tables to summarize information. Include some graphic elements that are just decorative.

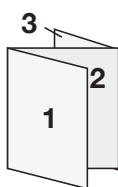
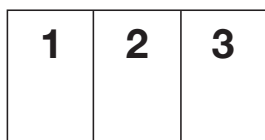
# Brochure Format Options



## Tri-Fold Brochure

Fold two times to make six panels (three on the front and three on the back).

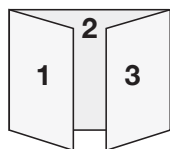
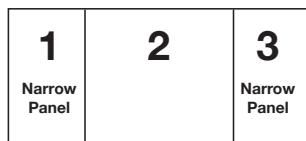
- ✦ Fold the paper in thirds.
- ✦ Fold 1 over 2 and 3 over 1.  
(Or, fold 3 over 2 and 1 over 3.)



## Accordion-Fold Brochure

Fold the paper back and forth like an accordion. For six panels, make two folds. (This is also called a Z-fold brochure.)

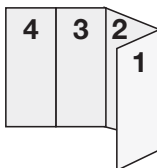
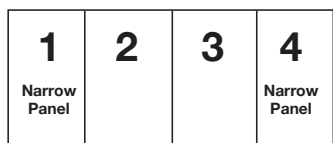
For eight panels, make three folds. For 10 panels, make four folds. (Use a longer sheet of paper.)



## Gate-Fold Brochure

Fold 1 and 3 in so they meet in the center of 2. This brochure opens from the center out to the left and right.

To make a double gate-fold brochure: Follow the steps for a gate-fold brochure. Then fold the left side over the right side (like a book), so the folded edges meet. Crease at the center.



## Roll-Fold Brochure

Use a long sheet of paper for this brochure.

- ✦ Make as many folds as you like, starting from the right and folding in to the left.
- ✦ When your folds are complete, turn the paper over. The back becomes the cover. The cover opens to the left. Then the pages open, or “roll,” to the right.



# Brochure Planning Sheet

**Topic:** \_\_\_\_\_

## Panel 1 (Cover)

Brochure Title: \_\_\_\_\_

Other Information: \_\_\_\_\_

Graphic: \_\_\_\_\_

## Panel 2 (Subtopic)

Subhead: \_\_\_\_\_

\_\_\_\_\_

Graphic: \_\_\_\_\_

Details

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Panel 3 (Subtopic)

Subhead: \_\_\_\_\_

\_\_\_\_\_

Graphic: \_\_\_\_\_

Details:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Panel 4 (Subtopic)

Subhead: \_\_\_\_\_

\_\_\_\_\_

Graphic: \_\_\_\_\_

Details:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Panel 5 (Subtopic)

Subhead: \_\_\_\_\_

\_\_\_\_\_

Graphic: \_\_\_\_\_

Details:

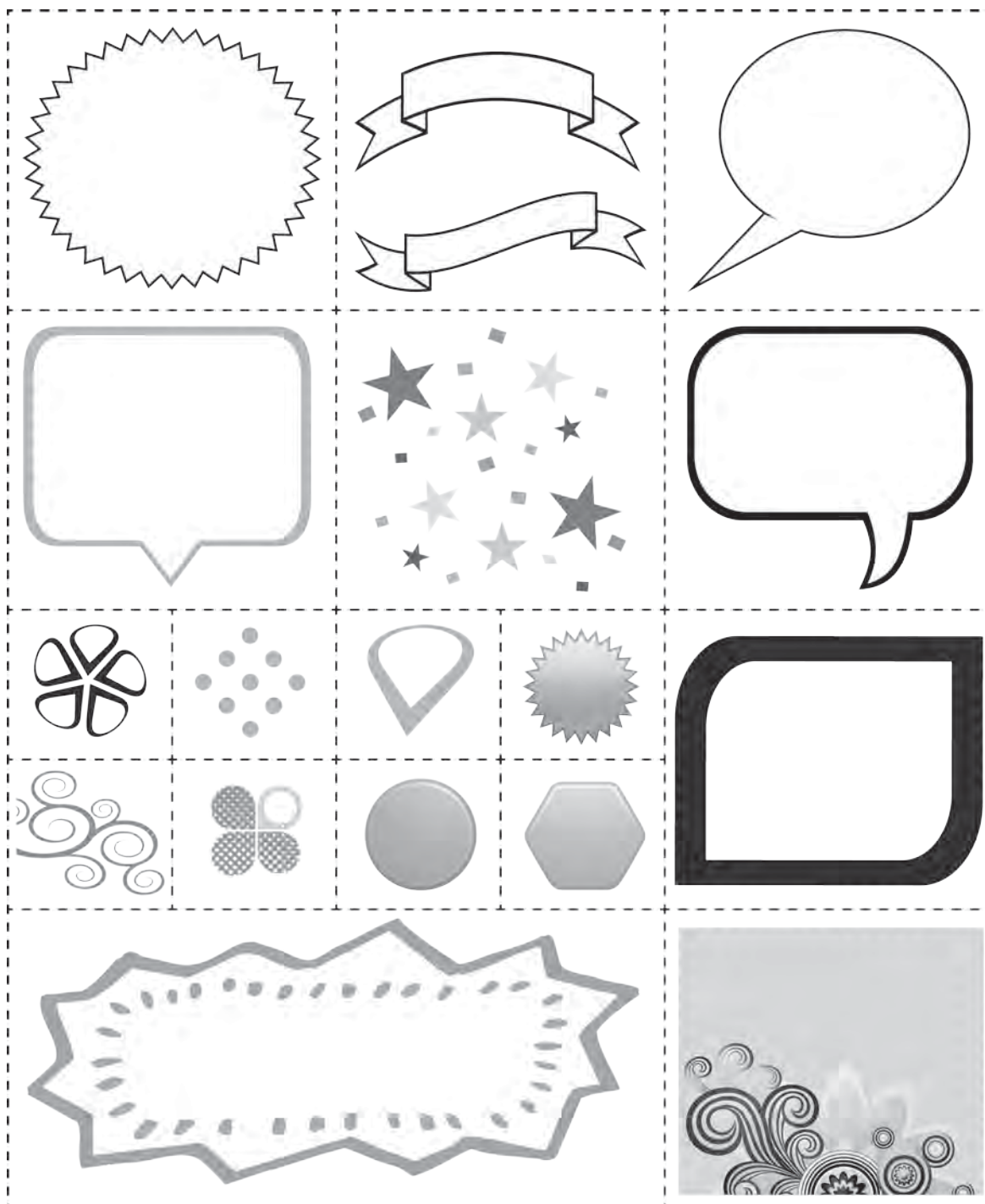
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Panel 6 (Back)

Other Information • \_\_\_\_\_

• \_\_\_\_\_

## Brochure Graphics



## Notes in a Box (Four-Box)

**Topic:** \_\_\_\_\_

Key Subtopic  
or Question

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Key Subtopic  
or Question

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- \_\_\_\_\_
- \_\_\_\_\_

Key Subtopic  
or Question

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Key Subtopic  
or Question

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