How to Make a Fantastic Brochure

For Earth Science

On your way to an easy A!

Created by the Carolyn M. Estell Design Team

Use this page for important facts or interesting statistics. If you are making of list of related information do not forget bullet points. This page provides a great opportunity to draw in your audience!!

Additional information can be found at the following Web sites:
(Provide list)

Information taken from the following sources:
Let’s Talk About CONTENT

The goal of your brochure is to educate the public about your chosen issues. Be complete and concise in the information that you choose to include. A person opening a brochure should have a pretty good idea of what you are going to talk about with just a quick glance.

Hopefully you found tons of information relating to your topic. Pull out what you believe are the issues that people need to be aware of right now. If you succeeded in giving them this, they will probably have some other questions about the material. Tell them where they can learn more on the back panel.

MORE TALKING

Be sure to use titles, highlighted quotes, and bullets to draw a person’s attention to the main point of your brochure. The use of interesting facts or statistics can help draw people into reading further about your topic. If you found a fact interesting or surprising, your audience will likely feel the same.

Can make or break your brochure. Be creative! This will help you reach your target audience. Also, be consistent. You may distract people using too many graphics, headings, or font types and sizes. Limit yourself to two font types. For example, the headings in this brochure are all similar (namely, the same text and shading), but you can still change things up a bit by changing the orientation of a heading. Follow these guidelines and your end product will look more professional!

COMMUNICATION

Communication is the key. Be clear about the points you want to make. The brochure should be interesting to read, but at the same time must contain accurate information. Graphics can help you get your point across. Be sure that your graphics do not detract from your main points. Make sure that you use graphics that relate to your topic and are the appropriate size.

Be sure to:
- Use proper grammar.
- Do not begin sentences with “There.”
- Check spelling again.
- Provide accurate information.
- Draw attention to important points.
- Use graphics wisely.
- Cite your sources.