

Information Brochure

Setup and Layout

- Look at different information brochures and identify what makes each brochure effective. Note how it is folded.
- Use a mind map to plan your writing.
- Research the facts and figures needed for your information text.
- Fold a piece of typing paper into three sections, each about 10cm wide. This creates a total of six panels to decorate.
- Plan out each panel: Choose a subject for each panel. The front panel should be "Title," but the others can be what seems appropriate. Some sample subjects might include "Location," "Benefits," "History" and "Description." Don't have more than 3 sub-topics per panel. Keep a space for listing the Resources.
- Supply each panel with a picture or graphic and some text. Try to position the graphic in different locations on each panel. For example, one panel might have the picture on top and text beneath, while another might have the picture in the middle and text on both sides.
- Write an appropriate blurb for each text box on the panel. Check the blurb for spelling. Write this blurb on an appropriately-sized piece of paper separate from the actual brochure.
- Draw, cut out or print an appropriate picture for each graphic box/space on each panel. You may want to trim or resize pictures to make sure they fit in their appropriate box/space. Write concisely so that there is some white space (area without text or pictures) on each panel.
- Create a title using large letters for the front panel.
- Incorporate feedback, edit and proofread your work, check for errors in grammar, spelling and punctuation.

Final Copy

- Glue your photos in the appropriate places on each panel of your brochure paper.
- Make final, pen-and ink copies of the text boxes. Glue the boxes in place.
- Glue your title text in place on the front panel.
- Color or decorate any blank spaces on the brochure using whatever art supplies are handy.
- List your Resources.

Marks are awarded as follows:

1. Planning, coherence, development of structure – **5 marks**
2. Content – objective detail, inclusion of relevant information, originality – **5 marks**
3. Order and sequencing of events/arguments – **5 marks**
4. Language structure and use, vocabulary – **5 marks**
5. Accuracy – sources listed, information correctness – **4 marks**
6. Neatness – tidiness, placement, orderliness – **4 marks**
7. Creativity - interesting, engaging, imaginative – **4 marks**
8. Presentation – Eye catchiness, vibrancy, coordinated colours used – **4 marks**



Information Brochure

| | 5 | 4 | 3 | 2 | 1 |
|---|--|--|---|---|--|
| Planning, coherence, development of structure | Thorough planning; well-developed and coherent. Final piece is elegant in structure / format | Effective planning, coherent. Final piece is well-structured / formatted and easy to understand | Good planning, coherent. Final piece can be understood. Formatting adequate | Some evidence of planning; poor coherence. Final piece lacks structure. Errors in format | Little or no evidence of planning, poor coherence. Structure incorrect. Incorrect format |
| Content (objective detail; inclusion or relevant information; originality) | Excellent development of original content; excellent use of objective detail; originality in approach to subject | Good development of relevant content, good use of objective detail; systematic approach to subject | Adequate development of relevant content, objective detail evident; fairly systematic approach to subject | Poor development of content, some irrelevant / missing details; lacks objective detail; topic handled adequately | Little or no relevant content, poorly developed; little or no objective detail; handling of subject inadequate |
| Order and sequencing of events / arguments | Events / arguments are sequenced logically; excellent use of connectors | Events are sequenced; good use of connectors | Events are sequenced; connectors correctly used but limited | Poor sequencing of events; inconsistent use of connectors | Little or no sequencing of events; little or no use of connectors |
| Language structure and use; vocabulary | Correct language structures, spelling and punctuation; broad, effective vocabulary; excellent language use (correct register, style) | Mostly correct language structures, spelling and punctuation; good use of vocabulary; few errors in language use | Use appropriate language structures with some errors; some spelling and punctuation errors; adequate vocabulary; few errors in language use | Sometimes uses appropriate language structures; spelling and punctuation; basic vocabulary; some errors in language use | Many errors in language structures, spelling and punctuation. Poor vocabulary limits expression. Many errors in language use |

| | 4 | 3 | 2 | 1 |
|-------------------|--|---|---|---|
| Accuracy | All information is correct and all of the sources are listed | Most of the information is correct and most of the sources are listed | Some of the information is correct and some of the sources are listed | Very little of the information is correct and none of the sources are listed |
| Neatness | All writing is tidy, photos and artwork are precisely placed, and all sections are orderly | Most of the writing is tidy, photos and artwork are mostly placed carefully, and most of the sections are orderly | Some of the writing is tidy, photos and artwork are somewhat placed carefully, and some of the sections are orderly | Very little of the writing is tidy, photos and artwork are placed poorly, and the sections are disorderly |
| Creativity | The brochure as a whole is interesting, engaging, imaginative, and original | Most of the brochure is interesting, engaging, imaginative, and original | Some of the brochure is interesting, engaging, imaginative, and original | Very little of the brochure is interesting, engaging, imaginative, and original |
| Colourful | The brochure is eye catching and vibrant and/or coordinated colors are used | Most of the brochure is eye catching and bright colors and/or mostly coordinated colors are used | Some of the brochure is eye catching and average and/or some mismatched colors are used | Very little of the brochure is eye catching and dull and/or mismatched colors are used |