Designing A Leaflet

Stage 1: Looking at how other people do it

You will need to work in groups for this activity, and you will need several leaflets to study.

Glossary

Font: The style of print which writing is printed in.

Effective: Good at doing the thing it is trying to do.

1. One or two people in each group should look at each of the following:

   - Pictures
   - Headings- or writing which stands out
   - The Main text

   Fill in your chart and **Do Not** discuss this yet

2. Once the charts are filled in for the leaflet each person should describe to the rest of the group what they have found out about the way the leaflet has been made.

3. Then, answer the following questions about each one:

   a) What is the leaflet trying to get you to do?
   b) Why does the leaflet say you should do it?
   c) What is the most striking thing on the leaflet?
   d) Where is it on the leaflet?
   e) How is it made to stand out from the rest of the leaflet?
   f) How big is it? [Measure it]

4. When you have answered these questions for all the leaflets answer the following questions:

   a) What is the difference between a leaflet and a sheet of paper with a block of writing on it? Why might a leaflet be more useful than a sheet of paper?
   b) Why are the front and back of a leaflet important?
   c) Which leaflet do you find most **effective? Why?**

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Stage 2: planning and creating your own leaflet

You will need to work in groups for this activity.

1. Make your decisions (whole group)

What are you going to say? How are you going to say it?

Decide <u>together</u> the most important points your leaflet is going to make. Decide in your group who is going to do the following jobs:

a) Text Editing
b) Picture Design
c) Layout design

You need to work together to make sure the whole thing make sense.

2 Text Editing

Choose bits of other people's text that is particularly effective and put these together with your own words to make up the text for your leaflet.

Remember, your text must be:

a) Persuasive
b) Interesting to read
c) Catchy and memorable
d) Look at the table in your book for hints on what text should do.

4. Layout Design

The layout of your leaflet needs to be thought out very carefully.

Work out with the rest of your group, basically what text and pictures you will have.

Using a piece of plain paper sketch out:
- Where blocks of text will go
- Where headings will go
- Where pictures will go
- How big the various bits will be

Try to think of colours for the writing and the background.

3. Picture Design

Make sure your pictures help to get your message across.

You can use:

a) Pictures you can get hold of from elsewhere
b) Pictures you can draw or create
c) Pictures taken with a digital camera

Pictures

	1st Leaflet	2nd Leaflet	3rd Leaflet
What are the main 3 images?			
Where are they?			
How big are they?			

Headings

	1st Leaflet	2nd Leaflet	3rd Leaflet
What are the main pieces of writing that stand out?			
Where are they?			
How big are they? And how are they made different from the rest of the writing?			

Text

	1st Leaflet	2nd Leaflet	3rd Leaflet
What does the text basically say?			
Is there a lot of it or not that much?			
Is there anything striking about the way it has been written?			