

Writing 109ST: Assignment #6

Informational Brochure

Description of the Assignment

Informational brochures are a staple of everyday life. They are found in airlines, doctors' offices, government buildings, and tourist bureaus. Some consist of how-to information, explaining in step-by-step fashion how to do something useful. Others are purely informational and seek to educate the public about important topics. Although most brochures use a familiar tri-fold layout, many employ a half-fold approach. Regardless of layout or purpose, they are designed along similar lines and typically include the following elements:

- Explanations of sometimes-complex topics in simple lay terms;
- Heavy use of graphics and layout to organize information;
- An easy-to-follow navigation strategy to help readers locate information rapidly;
- Links, phone numbers and/or addresses to obtain more information.

Tasks

For this assignment, do the following:

- Design an informational brochure, using either a tri- or half-fold layout, that guides readers through a how-to procedure, and/or which provides helpful information. Examples might include: medical brochures such as found in the offices of doctors and dentists; installation or assembly instructions; repair instructions; public service advisories; etc. You may employ a direct, prose strategy, and/or a Frequently Asked Questions (FAQs) approach to cover your topic.
- Be certain your brochure includes the following elements:
 - **Heading or Title**— Clearly indicate on the outward-facing side of the brochure what it is about.
 - **Graphics/layout**— Incorporate graphics that illustrate and support textual information. Select fonts, headings and subheadings for organization.
 - **Clear, concise prose**— Your prose should be direct and simple. Use either short sentences organized in chunks, or bullets.
 - **“For More Information”**— Include links where the reader can find out more about your topic. Examples include URLs for helpful organizations, phone numbers and addresses of organizations, government offices, etc.

Due Date

See the course website schedule for due date.