

Brochure

Mr. Amman needs to find an easy way to let people know about his business and the products and services it provides. What might be a good way to do this? One way is to design and hand out a company brochure. When have you seen a brochure before? What did the brochure look like? How was it folded? How might you use the computer to make a brochure for Mr. Amman's business



Plan It

Create a folded brochure with helpful information about Mr. Amman's company and its products and services. Look at the following examples:

About the Owner

Mr. Amman used to be a computer teacher. When he heard students complaining that they could not practice their computer skills at home, he came up with the idea of opening a cybercafé.



**100 Main Street
Newfield 12345
(555) 555-1234**






www.centralcybercafe.com
info@centralcybercafe.com

For all your computer and Internet needs!

Brochure Page 1 Example

Unit 2: Technology at Work

<p>About the Company</p> <p>Central Cybercafé is a brand new company. It is a place where people who don't have their own computers can pay to go online or do computer projects.</p> 	 <p>Services We Offer</p> <p>We provide the following:</p> <ul style="list-style-type: none"> • Computer use \$15 per hour • Internet access \$15 per hour • Printer use \$0.25 per print • Relaxing environment Free! 	<p>Other Services</p> <ul style="list-style-type: none"> • Coffee \$2.50 • Tea \$2.25 • Bagels \$3.00 • Pastries \$3.25 
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Brochure Page 2 Example

Think about the following questions, and discuss your ideas with your partner. You might want to write your ideas on a sheet of paper.

- What information about Mr. Amman’s company should be included in the brochure?
- How might you organize the information in three columns on both the front and back sides?
- What pictures might you use to help make the written information clear?

Remember to use the rubric as a guide as you plan, do, review, and share.

For help on how to do certain skills, look at the following groups in the *Help Guide*:

- **Word Processing Group 4:** Making Paragraphs and Lines of Words Look Good
- **Word Processing Group 5:** Adding Pictures to Your Pages
- **Word Processing Group 6:** Designing Your Pages
- **Word Processing Group 10:** Using Preset and Advanced Features



Do It

1. Start the word processing software, and open a new, blank document.
2. Set up the page to print sideways, or landscape. Also, make the margins, or the empty space along the edges of the page, smaller so you have more room for the brochure information.
3. Format the page so it has three columns.
4. The first column on the left side of the page will be the inside flap of your brochure, or the first area people will see when they fold open the front cover. Here might be a good place to put some information about Mr. Amman's new business. However, you should feel free to put any information you want here. Type a subtitle, or heading, for the column. Then, type a few sentences about the company or whatever else you would like to write about here.
5. Change the look of the heading and sentences. You might want to make the heading bigger and change its style and color so it stands out. For the sentences, you might want to change the line spacing or indents.
6. When you finish formatting the heading and sentences, save both as styles that you can use to quickly change the look of other headings and sentences in the brochure.
7. Add a picture if you want. Then, change the picture's text wrapping, and move and resize it as needed.
8. Put the cursor at the end of or below the last word or picture in the column. Then, insert a column break so you can work on the middle column, which will be the back side of the folded brochure.
9. In this column, you might want to type the company's address, telephone number, and Web site URL and e-mail address. (**NOTE:** You might want to look at the letterhead project you completed earlier and use the same information.) However, you should feel free to put other information here if you like.
10. Change the position and look of the information any way you like. If you think you might use any of this formatting again in your brochure, save the formats as new text styles.

Challenge: Use the shape and line tools to make a small street map that shows readers where Mr. Amman's business is located. Feel free to change the line width, line color, and fill colors. If you want to add words to the map, just make new text boxes and type the information inside. (See the Brochure Page 1 Challenge Example at the end of this section.)

Unit 2: Technology at Work


11. Put the cursor at the end of or below the last word or object in the middle column. Then, insert a column break so you can work on the right column, which will be the front panel of the folded brochure. (**NOTE:** You might need to go back to the Web site URL and the e-mail address and remove any hyperlink formatting that appears on its own.)
12. The front of the brochure is a good place to put the company logo and a slogan, or a phrase about the company that catches people’s attention. (**NOTE:** You might want to look at the slogan you put in the footer of the letterhead project you finished earlier.)
13. Insert the saved logo file, and change its text wrapping. Then, change its size and position. You can also change the look and position of the slogan text.
14. Put the cursor at the end of or below the last word or picture in the column. Then, insert a page break.
15. Think about the information you would like to include on these three panels, which will be seen when the brochure is unfolded all the way. You might want to put some information about Mr. Amman, the founder of the company. You might also want to list the company’s products and services, along with some prices for each item.
16. Type a heading for the left panel, and below, type the information you want to include. Use the saved text styles to change the look of the words, and if you want, add a picture. Make sure you change the picture’s text wrapping so you can easily resize or move it.
17. Repeat Step 16 to finish the middle and right panels on the page. You might want to make a bulleted list of the company’s products and services, or use tabs to line up your information. You can also add a picture and change it into a watermark behind the words on a panel. Remember to insert a column break to end one column and start work on the next.

Challenge: People who design brochures and other projects often put their names on their work. Find an empty space at the bottom of one of the brochure’s panels, such as the middle panel on the first page (the back of the folded brochure). Make a text box, and then type “Designed by” followed by your names. You can also change the look of the words and the text box as needed. (See the Brochure Page 1 Challenge Example at the end of this section.)

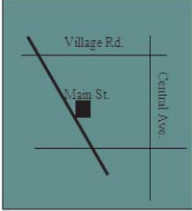
18. Save your work as directed.

About the Owner


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Central Cybercafé

*For all your computer
and Internet needs!*

Designed by
Raquel and Leland

Brochure Page 1 Challenge Example

Review It

Look over your brochure. Make sure it has the following elements:

- Two pages with three columns of information about Mr. Amman's company and the products and services offered
- Text styles that have been used to format headings, sentences, and paragraphs so they look the same throughout the brochure
- Company logo
- Pictures that help make the written information clear

If any elements are missing, add them now. If you want, make other changes, as well. Remember to save your work when you are finished.

Share It

Be prepared to discuss your answers to the following questions:

- What are some other ways you might organize the information on a brochure?
- What was the most useful skill you used to make the brochure? For what other projects might you use the skill?
- What was the most challenging part about finishing the brochure? How did you and your partner do to overcome the challenge and finish the task?