

## **Activity 9 - Tourist Brochure**

Following the Principles of Design listed below, your task is to design a Tourist Brochure to inform visitors about your community.

Principles of Good Design

The following are some points to consider when designing a presentation:

- ✓ Use a consistent color scheme.
- ✓ Use color to draw attention to what is most important.
- ✓ Make sure the background doesn't overpower the foreground.
- ✓ Use a consistent font type throughout. Vary the font size for impact.
- ✓ Limit your design to a maximum of 2 to 5 relevant objects/images per page.
- ✓ Achieve balance.
- ✓ Spell check and Proofread!

The Brochure will consist of **three columns** on each page. It is your job to research its contents, gather the information, retrieve the necessary images, etc.

Here is an example of a brochure:



## **Specifications**

1. One side of the brochure (the inside, **PAGE 1**) will give tourists information about Fredericton. You will use three panels to describe your community informing visitors about historic sites, attractions, special events, shopping facilities, etc.
2. The other side of the brochure (the outside, **PAGE 2**) will also consist of three panels. This is where you introduce Fredericton on the title page, list events, display advertisers, your logo, your address etc.

### Directions

1. Open Microsoft Word.
2. Save the document to your Word folder using the filename:

**Last Name, First Name – Activity 9**

3. In the Page Layout ribbon click on the button for Margins and choose Custom Margins. Set the margins as follows.

- top margin = 1”
- bottom margin = 1”
- left margin = .5”
- right margin = .5”

5. Set the page orientation to Landscape. (Page Layout Tab)

6. In the Page Layout Ribbon Click on Columns and choose More Columns. In the dialog box that comes up on your screen select three columns and be sure there is a check mark where it says “Equal Column Width”.

7. Save again.

There are examples in the Answer Key Book!

**Columns 1, 2 & 3 for Page 1.** This is the inside of your brochure.

Use text, Clipart, and graphics to describe your community. Be sure to observe the Principles of Good Design.

**Columns 1, 2 & 3 for Page 2.** This is the outside of your brochure.

Column 1 (Page 2) may be used to complete the community description or for any other information you deem worthwhile.

Column 2 (Page 2) is reserved for advertisements, references, your company logo and your company name and address.

Column 3 (Page 2) is the Title page to your brochure. Use it to introduce your community with text and graphics. You will also identify the creator of the brochure at the bottom of the frame.

### **Identify Your Work**

1. Create a Text box.
2. Draw the Text box anywhere inside Column 3 on Page 2.
3. Type: Your Name, Period #, and Date.
4. Press the TAB key twice.
5. Center the Text box at the bottom of Column 3 on Page 2.
6. Save.

Once you have completed the activity be sure that you print your work and pass it in for marking.

## COLUMN 1

### **HOW TO CUSTOMIZE THIS BROCHURE**

You'll probably want to customize all your templates when you discover how editing and saving your templates makes creating future documents easier. To customize this brochure template:

1. Insert your company information in place of the sample text.
2. Click **Save As** on the **File** menu. Click **Document Template** in the **Save as Type** box (the file name extension should change from .doc to .dot).
3. Next time you want to use it, click **New** on the **File** menu, and then double-click your template.
- 4.

### **ABOUT THE "PICTURE" FONTS**

The "picture" fonts in this brochure are Wingdings typeface symbols. To insert a new symbol, select the symbol character and click **Symbol** on the **Insert** menu. Select a new symbol from the map, click **Insert**, and then click **Close**.

## COLUMN 2

### **WORKING WITH BREAKS**

Breaks in a Microsoft Word document appear as labeled dotted lines on the screen. Using the **Break** command, you can insert manual page breaks, column breaks, and section breaks.

To insert a break, click **Break** on the **Insert** menu. Select an option. Click **OK** to accept your choice.

### **WORKING WITH SPACING**

To reduce the spacing between, for example, body text paragraphs, click in this paragraph, and click **Paragraph** on the **Format** menu. Reduce **Spacing After** to 6 points, and make additional adjustments as needed.

To save your style changes (with the insertion point in the changed paragraph), click the style in the **Style** list on the **Formatting** toolbar. Press **ENTER** to save the changes and update all similar styles.

To adjust character spacing, select the text to be modified and click **Font** on the **Format** menu. Click **Character Spacing** and then enter a new value.

## COLUMN 3

### **OTHER BROCHURE TIPS**

To change a font size, click **Font** on the **Format** menu. Adjust the size as needed, and then click **OK** or **Cancel**.

To change the shading of shaded paragraphs, click **Borders and Shading** on the **Format** menu. Select a new shade or pattern, and then click **OK**. Experiment to achieve the best shade for your printer.

To remove a character style, select the text and press **CTRL+SPACEBAR**. You can also click **Default Paragraph Font** on the **Style** list.



### **BROCHURE IDEAS**

"Picture" fonts, like Wingdings, are gaining popularity. Consider using other symbol fonts to create highly customized icons.

Consider printing your brochure on colorful, preprinted brochure paper—available from many paper suppliers.

COLUMN 1

## HOW TO CREATE A BROCHURE

To print (and preserve) these brochure instructions, click **Print** on the **File** menu. Press **ENTER** to print the brochure.

Using this template, you can create a professional brochure. Here's how:

1. Insert your words in place of these words, using or re-arranging the preset paragraph styles.
2. Print pages 1 and 2 back-to-back onto sturdy, letter size paper.
3. Fold the paper like a letter to create a three-fold brochure (positioning the panel with the large picture on the front).

## WHAT ELSE SHOULD I KNOW?

To change the style of any paragraph, select the text by positioning your cursor anywhere in the paragraph. Then, select a style from the **Style** list on the **Formatting** toolbar.

To change the picture, click it to select it. Click **Picture** on the **Insert** menu, and then click **From File**. Select a new picture, and then click **Insert**.

COLUMN 2

References:

[www.exchange.nbed.nb.ca](http://www.exchange.nbed.nb.ca)  
[www.pictures.com](http://www.pictures.com)  
[www.mypics.com](http://www.mypics.com)  
[www.pic.com](http://www.pic.com)

Your  
LOGO  
Here

**Company Name (Your Name)**

**Street Address**

**Address 2**

**City, Province, Postal Code**

**Phone (704) 555-0125**

**Fax (704) 555-0145**

**Web site address**

COLUMN 3

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