Primer to Visual Print Media

Getting Your Groove Back

How do you become successful with electronic media production?
- Become familiar with computer technologies
- Practice using many software programs
- Create materials for agricultural communications

Situation
- You have a new program or product at work and your boss wants you to develop a brochure to promote that program.

Problem
- How do you develop a brochure?

Objective
- Develop a brochure for a company or organization that promotes an agricultural product or service.
  - Create a brochure layout
  - Develop the brochure
  - Evaluate your brochure
Steps in Developing a Brochure

- Preliminary planning
- Writing the copy
- Planning the layout
- Selecting illustrations and type styles
- Printing

Preliminary Planning

- Determine the intended audience
  - Clients or prospective clients
  - Parents
  - Agribusinesses
  - General public, etc.
  - What are their characteristics, special groups, etc.

Preliminary Planning

- Establish your objective
  - What do I want my audience to do or learn as a result of having read the brochure?

- Develop a theme
  - Underlying means of accomplishing objective

Outline content

- Begin thinking about illustrations and artwork
- Get an estimated cost figure
  - Think about color or b&w, type of paper, length, # of illustrations, # of copies needed
- Discuss plans with supervisor
  - Get some preliminary approval (budget?) before continuing

Writing the Copy

- Write in ABC style
  - Accuracy, Brevity (brief concise expression), Clarity

- Select every word with care
  - Consider the audience’s background, reading level, etc.
- Triple-check for grammatical errors and misspellings
  - Always have someone else review and proofread
Planning the Layout
- Make a dummy sketch on paper
- Plan illustrations
- Don’t forget where panels will be when the brochure is folded
- May want to use a graphic artist
- Use a computer to do final layout

Layout Guidelines
- Keep it simple
- Use white (blank) space
- Use color for emphasis (costs more)
- Use a light-colored paper
- Use high-quality paper
- Use heavier paper if doing a reply postcard

Illustrations and Type Styles
- May use a graphic artist for help
- Remember the rules for good photos

Illustrations and Type Styles
- Clip art from the word processor or other graphics package
- Use different typestyles and fonts
- Use text enhancement (bold, underline, italics, shadow, color)

Printing
- Use offset printing (take to a print shop)
- Take camera-ready copy to the printer
- Don’t try to save money by folding them yourself

Evaluating Brochures
- Does it pass the 3-30-3 test?
- What audience is it trying to reach?
- What is the brochure’s objective? Theme?
- What is the writing style?
- Was the layout effective?
- Did it use illustrations and different type styles?
The 3-30-3 Test

- For brochure design, use a 3 second, 30 second, 3 minutes test to determine effectiveness.
  - Does it catch someone's interest for 3 seconds?
  - Will the person read on for 30 seconds?
  - Will the person read it for 3 minutes?
- 30 seconds is the average amount of time someone will spend on your brochure; have you designed it to be read in that time?

Application and Assignment

- To receive maximum credit, develop a brochure layout, the brochure, and brochure evaluation for an agricultural product or service.

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