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, needs, 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
  - What are your 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(s)
  - Get preliminary approval (budget?) before continuing

Writing the Copy

- Write in ABC style
  - Accuracy—factual, no errors
  - Brevity—brief concise expression
  - Clarity—to the point, understandable to the lay reader
- Select every word with care
  - Consider especially the audience’s background, reading level, etc.
- Triple-check for grammatical errors and misspellings
  - Always have someone else review and proofread for you

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

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?
- Knowing that 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 extra credit, develop a promotional brochure for an agricultural product or service.