DEVELOP A PORTFOLIO
Organization Brochure
Teaching Points

Overview

Brochures are used to present promotional information that can create interest in organizations, institutions, and businesses. This assignment will allow students to create a tri-fold brochure (using an accordion fold) about a business organization in which they belong or one they would like to join.

Content Review

Review and/or demonstrate the following as needed:

1. Desktop publishing layout and design
2. Tri-fold brochure development
3. Tabs and indentations on brochures
4. Using text objects, headlines, and captions
5. Using and manipulating graphics and logos
6. Adjusting for grab area of the printer

Activity Preparation

Have students collect brochures for review and discussion or have a portfolio of examples for students to review and discuss.

Brainstorm with students the information to be included on each panel of a tri-fold brochure (front and back).

Discuss and demonstrate the use of columns, guttering, and margins in the layout and design for paragraph attributes, tabs, and indentations. Newspapers are also good examples for many of these concepts.

Provide a list of business organizations to be researched on the Internet or have students search the Internet for business organizations. Locate information on the goals, objectives, and activities of the organization for the brochure. Future Business Leaders of America, Phi Beta Lambda, American Institute of Certified Public Accountants, etc.

Discuss the use of headlines and captions, graphics, images, and logos to express and summarize information.

Discuss and demonstrate printer options for printing a tri-fold brochure (front and back).

Review methods of proofreading.

Review file management procedures.

Practice various types of folds, especially the accordion fold.

Resources

Supplies needed for the activity:

Computer
Desktop publishing software or advanced features of a word processing package
Internet connection
Paper
Printer (preferably color, duplex capabilities)
Listing of professional organizations

Websites (and/or key words to use for search):

http://www4.district125.k12.il.us/Faculty/mfinlay/DTP/Proj/brochure.html
Steps involved in making a tri-fold brochure, an assignment

http://www.computorcompanion.com/LPMArticle.asp?ID=143
Steps on how to create a tri-fold brochure using Word

http://www.valdosta.edu/~jlcampbe/3020-5.html
Article on "how to" with information on purpose, audience, etc.

http://www.desktoppublishing.com/open.html
A site with many informative links for desktop publishing

http://desktoppub.about.com/?once=true&
Article on Desktop Publishing

Key words: *tri-fold brochure, desktop publishing*

Books, articles, and other resources:

Braveheart, R. (2003). *Adobe PageMaker 7.0 basics.* Boston, MA: Thomson Course
     Technology.

Counts, E. L. (2004). *Multimedia design and production for students and teachers.* Boston,
     MA: Allyn and Bacon (Pearson Education).

Lee, L. (2002). *Introducing Adobe Photoshop elements.* Upper Saddle River, NJ: Que/Sams
     (Prentice Hall).

Proot, K. (2003). *Adobe PageMaker 7.0 – Illustrated.* Boston, MA: Thomson Course Technology.

Reding, E. (2004). *QuarkXPress 5 – Design professional.* Boston, MA: Course Technology.

Solomon, A.W. (2004). *Introduction to multimedia.* Columbus, OH: Glencoe (McGraw-Hill).

Obtain books, videos, and other materials from Resources@MCCE
http://www.resources.mcce.org.

Design Principles for Desktop Publishers
Lichty, Tom
Book –
[4675—BE 11.0101 P L618]
CA, WADSWORTH, 1994.

Desktop Publishing: Getting the Message Out
Video – This program introduces the key components of a basic DTP system including:
a fast microprocessor, large hard drive storage capacity, CD-ROM drive, large-screen
monitor, b/w-color printer and flatbed scanner and more. Learn about software, page layout
programs, drawing programs, editing, clip art and lots more!
[10547 – BE VIDEO 40]
MERIDIAN, 2000.

**How To Create High Impact Designs; Over 90 Examples Of What Works And What
Doesn't For Creating Brochures, Newsletters, Ads, Reports, etc.**
Cleland, Jane K.
Book – Examples of designs for printed materials
[4336—BE 50.0401 C589b]
CO, CAREER TRACK, 1995.