

Brochure Lesson Plan

Objective: Create a flyer/brochure that will inform, educate, and persuade people to take an adventure on the Alaska Marine Highway. The brochure must mention the 50th anniversary.

Note to K-12 teachers

This lesson may be adapted for different grade levels. At the elementary level, teachers may want to do a flyer instead of a tri-fold brochure. They may want to use colored pencils instead of printed pictures. At the intermediate grades, teachers may want to use desktop design software and allow more complicated layouts like tri-fold brochures. The extent that teachers want to evaluate the effectiveness of the content is also subjective.

In evaluating the brochures, you may want to have classmates not involved in that particular brochure project read the brochure then take a simple quiz (written or verbal) to determine how well the brochure writers/designers presented their topic. (After one reading, could most of the students tell what the brochure was about, what key points were made, etc.)

Introduction (*The purpose of a brochure*)

One way that people learn about places, people, or things that they do not know is by reading about them. But what if they don't have time to read a whole book or they just want a quick overview of the subject? Businesses often use brochures to inform, educate, or persuade—quickly. They use a brochure to grab the readers attention and get them interested enough to want to know more.

A brochure for a new convenience store might have a map and list of all the locations around town and a brief description of the types of products it sells. The brochure for an Animal Shelter may give facts about abandoned animals, pet overpopulation, and the importance of spaying and neutering programs. A travel brochure may show beautiful pictures of exotic places—making you want to visit that city or country.

These types of brochures tell enough about a place or an organization to get your interest and make you want to know more.

Task

Create a brochure about the Alaska Marine Highway that informs, educates and persuades. Don't think that you need a lot of words to make it good- pictures, colors, and basic information will be enough. Choose two to three key points about the AMHS to describe. If there are other important elements, consider listing them in a simple bullet list or chart somewhere in your brochure.

Have fun celebrating the 50th anniversary!

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Resources

- Brochure Checklist (attachment A).
- Place Checklist (attachment B).

Suggested Minimum Resources

- Collection of brochures from family, friends, local businesses. (Travel brochures and brochures from local clubs are good examples.)
- Page Layout Software (with Brochure Templates if possible).
- Plain or color paper, staples (if doing booklet style brochures).
- Classroom or Library Reference Materials.
- Laser or inkjet printer able to handle chosen paper stock.
- Brochure design books and portfolios (optional).
- Access to Internet Resources (optional).
- Scanner, clip art books, graphics software (optional).

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Steps (*Not all steps may be necessary but are guidelines*)

1. First, write down what you currently know “off the top of your head” about the Alaska Marine Highway. Write down any key vocabulary you remember from the worksheet activities (these words must have stuck out for you so they will for others too). Write down what you know about the mission of AMHS and what the 50 year anniversary means to Alaska.
2. Look at sample brochures you or your class have collected. Identify those that have a style or format you might like to imitate or borrow. See how much detail each type of brochure includes. Travel brochures work well.
3. Research your topic. Use the materials provided in the classroom or from other sources to gather more details about your topic. From these materials and what you already know about the topic start picking out five to six significant or interesting facts that you think you will want to highlight in your brochure.
4. Use the Place Checklist for questions and ideas on what to include in your brochure.
5. Using the Brochure Checklist, list the major components of your brochure. Mark out any components you wish to omit from your brochure. Write headlines and subheads. Write the descriptive text. Make lists.
6. Sketch out some rough ideas of how you want your brochure to look.
7. Print your final design and fold as necessary.

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Evaluation (Elementary)

Use the checklist (Attachment B) as a grading rubric. Each bullet could be worth 10 points for a total of 50 points. Teachers can grade the brochures or adapt using the suggestion for intermediate grades.

Evaluation (Intermediate)

Your teacher and your classmates will use the criteria listed in the checklists accompanying this lesson to see how well you have presented your topic. You will be using the same criteria to judge the work of your classmates and providing input to your teacher. Not everyone will agree on the effectiveness of a single brochure but if you have done your job well, most readers will agree that your brochure gives them the information they want and need, is easy to follow, and makes them want to know more.

Conclusion

The 50th anniversary of the AMHS is something all Alaskans should be proud to know about and hopefully have experienced or want to someday experience. The brochure is a tool for informing, educating and persuading people to do something. Hopefully, your brochure persuades people to take a ride on the AMHS.

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ATTACHMENT A

Brochure Checklist

Many of the items in this list are optional. You must decide which ones are appropriate for your brochure.

- Name of Location, Business or Organization.
- Address.
- Phone Number.
- Fax Number.
- Email Address.
- Web Page Address.
- Headline that creates curiosity, states a major benefit, or otherwise entices the reader to open and read your brochure.
- Headline that states the name of the Product, Project, or Described Process.
- Subheads.
- Short, easy to read blocks of text.
- Lists, charts.
- Key Benefits (2-3).
- Features.
- Instructions, steps, parts (for a procedure, to assemble a product, etc.)
- Biography (of business owner, key members of organization, officers, etc.).
- Mission Statement.
- History.
- Logo.
- Graphic Image(s) (including purely decorative elements).
- Photographs of product, place, people.
- Diagram, flow chart.
- Map.
- Call to Action (What you want the reader to do: call, visit, fill out a form, etc.)

ATTACHMENT B

Checklist for a Brochure about a Place

These are a few things to look for specifically related to brochures about the Alaska Marine Highway. Not all have to apply to the brochure.

- Does the brochure catch the audience's eye?
- Does the brochure give enough information so the reader understands what the Alaska Marine Highway is?
- Does the brochure state that this year is the 50th Anniversary of the Alaska Marine Highway?
- Are there interesting pictures? (Pictures with people are usually more effective, but pictures of ferries or beautiful scenery can work with or without people in the photos.)
- Does the brochure have other elements like multiple font styles and sizes, bulleted lists, charts, or clipart?