

## **Creating leaflets.**

### **Step 1: Plan.**

- Be prepared: Look at the assignment detail provided on the module in detail to make sure you know what the brief is.
- Format: Do you know what format the leaflet needs to be in? The most popular options are trifold or double sided A4 paper.
- Refer to existing leaflets: Look at leaflets related to your topic area to give you an idea about level of detail, formatting and style.

### **Step 2: Write.**

- Concise: You have a limited amount of space so you will need to write carefully and clearly.
- Accessibility: Think about the audience for your leaflet and tailor your language and content accordingly.
- Relevance: Keep the point of the leaflet in mind throughout.

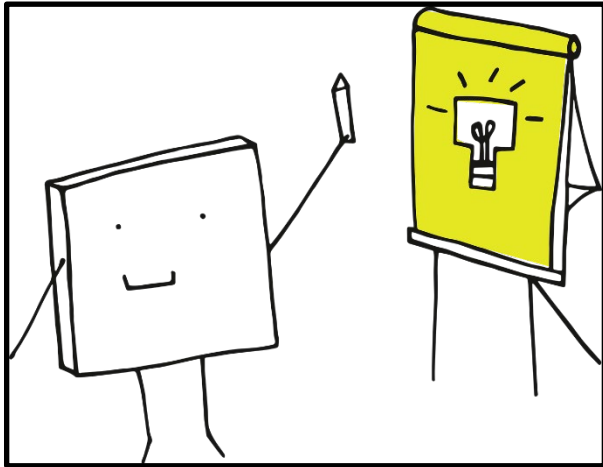
### **Step 3: Create.**

- Get started: A good option is to use templates found in Word. Go to 'File' then 'New' and then click on or search for the terms 'Flyer' or 'Brochure'.
- Design: Make sure you know which panels are the front and back covers when the finished leaflet is folded: this depends on the design you have chosen and the number of folds in the leaflet.

An example of a double sided A5 leaflet is on the next page – it contains some design tips to help you. Please follow the link for an [accessible version of How to design a leaflet](#).

**Front of leaflet**

## How to design a leaflet



Diagrams and images should always be labelled.

1. Use different sizes of text to distinguish between headings and content.
2. Use numbers or bullet points to guide the reader.
3. Leave blank spaces so the information is clear to see.

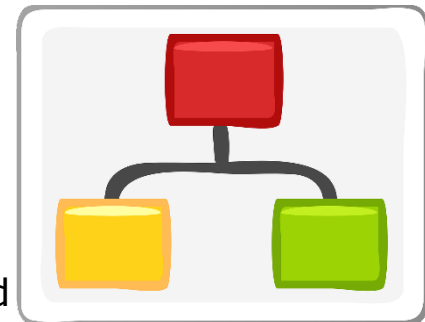
**Back of leaflet**

5. Consider the layout and how each side of the leaflet links to the others.
6. Use numbers or bullet points to guide the reader.
7. Ensure that the content is accurate and clear, written in language appropriate for your reader.
8. Acknowledge any sources you have used for images or other content.

Use images, text boxes and diagrams to highlight the most important information.

## Summary

It can be helpful to provide a summary, links to additional sources, acknowledgements and references at the end of your leaflet.



Diagrams add visual interest and are one way of conveying detailed information effectively.