

Project 10 – Three-Panel Brochure

Communicating to your team's fans

Goal:

A brochure is a small pamphlet often containing promotional material or product information. And, because brochures are two-sided documents, they can communicate a large amount of information in a relatively small amount of space. In this project, you will create a brochure that will be mailed to your team's fans to communicate information about your team, tickets, schedule, and much more.

Tactics:

- View some samples of professionally designed brochures online to use as a guide as you design your own three-panel brochure.
- Avoid cluttering your brochure by leaving enough white space around your text
- Use a maximum of one or two fonts in your brochure
- Use bulleted and/or numbered items, decorative borders, shaded areas, and graphic images to make your message easy to read and interesting to look at

Instructions:

1. Organize your brochure as follows:
 - The front cover should include a headline that includes the name of your team as well as **your name and period**.
 - The back cover should include the contact information for your team (team name, stadium name, mailing address, phone number, fax number and web site address).
 - The inside cover should include a headline that reads: *"Meet the Team"* and have your team roster.
 - The inside left panel should include 3-4 sentences about you as the owner; 3-4 sentences how and why your team was created, 3-4 sentences that explain what fans can expect when they come to a home game in your stadium.
 - The middle and right panels should include a season schedule and your ticket price table.
2. Use Microsoft Desktop Publishing, create a new 2-page landscape document with ¼ -inch margins and use column guides into three equal panels. Leave a ½ -inch gutter space between each column to allow for folding.
3. Format the size and placement of the text and other elements on all six panels of the brochure so that they are in proportion with each other and project a professional image.
4. Add additional elements and/or graphic images that will help enhance the design and appearance of the brochure.
5. Format the size and placement of the text and other elements on the brochure so that they are in proportion with each other and project a professional image
6. Carefully proofread your work for accuracy, design, spelling and grammar
7. Print a copy of the document.