

Create a Brochure

Have you ever needed an easy and inexpensive way to advertise your business? You can create a brochure which is a small leaflet or pamphlet often containing product or service information. In a business, brochures are used to introduce and advertise products or services to potential customers.

Look at the following example:



Brochure Page 1 Example



Brochure Page 2 Example

As in the example above, a Brochure created on the computer typically:

- Is made using a single sheet of paper that is printed on both sides and folded (tri-fold). It is set up in columns.
- Contains information about the products and services offered by the business
- Includes the company logo
- Incorporates pictures that help make the written information clear or attractive to the potential customer
- Contains information about how to get in touch with the business to obtain the product or service

Before you begin using the computer to create your brochure, take a moment to get familiar with the **Intel® Education Help Guide**. The Help Guide provides handy step-by-step instructions for common applications right as you work.

Please refer the card - **How to Use the Help Guide**.

Steps on How to Create a Brochure

A. Set the Page to Landscape

1. Start the word processing software, and open a new, blank document.

For help, see Word Processing Skill 1.1: To start word processing software

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2. Set up the page to print sideways, or in landscape.

For help, see Word Processing Skill 6.4: To set up a document to print sideways, or landscape

3. Make the margins or the empty spaces along the edges of the page smaller, so there is more room for the brochure information.

For help, see Word Processing Skill 6.5: To set the empty spaces, or margins, around the edges of a page

4. Save your work. Make sure you save your work after every few steps you complete.

For help, see Word Processing Skill 1.7: To save a word processing document for different uses

B. Format Page to Three Columns

1. Format the page so it has three columns.

For help, see Word Processing Skill 6.6: To set up a page with columns, like a newspaper or a magazine

2. Save your work.

C. Add Information in the First Column

1. Type a heading for the first column. Then, type few sentences about the product or service below the heading or anything else you would like to write about.

For help, see Word Processing Skill 2.1: To type words, or to enter text

Note: The first column on the left side of the page will be the inside flap of your brochure, or the first thing people will see when they fold open the front cover. Here might be a good place to put some information about the product or service you are advertising. However, you should feel free to put any information you want here.

2. Change the look of the heading and sentences. You might want to make the heading bigger and change its style and color so it stands out.

For help, see:

Word Processing Skill 3.1: To pick the letter design or font for your words

Word Processing Skill 3.2: To make words bigger or smaller

Word Processing Skill 3.3: To change the style of words

Word Processing Skill 3.4: To change the color of words

3. Change the line spacing or indents for the sentences.

For help, see:

Word Processing Skill 4.1: To change the space between lines

Word Processing Skill 4.2: To change the left/right position or alignment of lines of words

Word Processing Skill 4.3: To move lines in a paragraph in or out, or to change the indent

4. Save your work.

D. Save Heading and Sentences as Styles

1. **When you have finished formatting the heading and sentences, save both as styles that you can use to quickly change the look of other headings and sentences in the brochure.**

For help, see Word Processing Skill 10.6: To make and use shortcuts to change the look of words

2. **Save your work.**

E. Insert a Picture

1. **Add a picture if you want.**

For help, see:

Word Processing Skill 5.1: To add premade computer pictures, or clip art

Word Processing Skill 5.2: To add a picture you have already made and saved on your computer

Word Processing Skill 5.3: To add a picture you have copied from a Web site or another document

2. **Change the picture's text wrapping, and move and resize it as needed.**

For help, see:

Word Processing Skill 5.4: To change the way words flow, or wrap, around a picture

Word Processing Skill 5.5: To make a picture bigger or smaller

Word Processing Skill 5.6: To move a picture

3. **Save your work.**

F. Insert a Column Break

1. **Put the cursor at the end of or below the last word or picture in the first column. Then, insert a column break so you can work on the middle column, which will be the back side of the folded brochure.**

For help, see Word Processing Skill 6.7: To end the information in one column and start it in the next

2. **Save your work.**

G. Add Information in the Middle Column

1. **In this column, you might want to type the address, telephone number, and even the Web site URL and email address.**

For help, see Word Processing Skill 2.1: To type words, or to enter text

Note: If you have completed the Logo and Letterhead activity earlier, you might want to look at it and use that same information. However, you should feel free to put other information here if you wish.

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2. **Change the position and look of the information any way you like. If you think you might use any of this formatting again in your brochure, save the formats as new text styles.**

For help, see:

Word Processing Skill 3.1: To pick the letter design or font for your words

Word Processing Skill 3.2: To make words bigger or smaller

Word Processing Skill 3.3: To change the style of words

Word Processing Skill 3.4: To change the color of words

Word Processing Skill 10.6: To make and use shortcuts to change the look of words

3. **Save your work.**

H. Insert Another Column Break

1. **Put the cursor at the end of or below the last word or picture in the middle column. Then, insert a column break so you can work on the right column, which will be the front panel of the folded brochure.**

For help, see Word Processing Skill 6.7: To end the information in one column and start it in the next

Note: You might need to go back to the Web site URL and the email address and remove any hyperlink formatting that appears on its own.

2. **Save your work.**

I. Add Information in the Right Column

1. **In this column you might want to put the company logo and a slogan, or a phrase about the company (product or service) that catches people's attention. You may also change the look and position of the slogan text.**

For help, see:

Word Processing Skill 2.1: To type words, or to enter text

Word Processing Skill 3.1: To pick the letter design or font for your words

Word Processing Skill 3.2: To make words bigger or smaller

Word Processing Skill 3.3: To change the style of words

Word Processing Skill 3.4: To change the color of words

Note: If you have completed the Logo and Letterhead activity earlier, you might want to look at the slogan you put in the footer of the letterhead project.

2. **Add a picture or insert the saved logo file, and change its text wrapping. Then, change its size and position as you wish.**

For help, see:

Word Processing Skill 5.1: To add premade computer pictures, or clip art

Word Processing Skill 5.2: To add a picture you have already made and saved on your computer

Word Processing Skill 5.3: To add a picture you have copied from a Web site or another document

Word Processing Skill 5.4: To change the way words flow, or wrap, around a picture

Word Processing Skill 5.5: To make a picture bigger or smaller

Word Processing Skill 5.6: To move a picture

3. **Save your work.**

J. Insert a Page Break

1. **Put the cursor at the end of or below the last word or picture in that column. Then, insert a page break.**

For help, see Word Processing Skill 6.8: To end one page and start the next

2. **Save your work.**

K. Add Information on the Panels

1. **Type a heading for the left panel, and below, type the information you want to include. Use the saved text styles to change the look of the words.**

For help, see section D: **Save Headings and Text as Styles.**

Note: Think about the information you would like to include on these three panels, which will be seen when the brochure is unfolded all the way. You might want to list the business product or services, along with some prices for each item.

2. **Add a picture, if you want. Make sure you change the picture's text wrapping so you can easily resize or move it.**

For help, see:

Word Processing Skill 5.1: To add premade computer pictures, or clip art;

Word Processing Skill 5.2: To add a picture you have already made and saved on your computer

Word Processing Skill 5.3: To add a picture you have copied from a Web site or another document

Word Processing Skill 5.4: To change the way words flow, or wrap, around a picture

Word Processing Skill 5.5: To make a picture bigger or smaller

Word Processing Skill 5.6: To move a picture

3. **Repeat Step 1 and 2 to finish the middle and right panels on this page.**

Note: Remember to insert a column break to end one column and start work on the next.

For help, see Word Processing Skill 6.7: To end the information in one column and start it in the next

4. **If you wish, you might want to make a bulleted list of the business products and services, or use tabs to line up your information.**

For help, see:

Word Processing Skill 4.7: To make a list of information with different symbols, or a bulleted list

Word Processing Skill 4.4: To set and use a tab to space your words from left to right

5. **You can also change the picture into a watermark behind the words on a panel.**

For help, see Word Processing Skill 5.13: To change an existing picture to a light background picture, or watermark

6. **Save your work.**

L. Brochure Challenge (Optional)

1. Draw a street map that shows readers where the business is located. Feel free to change the line width, line color, and fill colors as you wish. If you want to add words to the map, just make new text boxes and type the information inside. Then, insert the saved image on the middle column. Change its size and position as you wish.

For help, see:

Graphics Group 5: Using the Drawing Tools

Graphics Group 6: Changing the Look of Lines and Shapes

Graphics Group 7: Adding Words to Your Drawings

Word Processing Skill 5.2: To add a picture you have already made and saved on your computer

Word Processing Skill 5.4: To change the way words flow, or wrap, around a picture

Word Processing Skill 5.5: To make a picture bigger or smaller

Word Processing Skill 5.6: To move a picture

2. Add a box that says "Designed By" to your brochure. Find an empty space at the bottom of one of the brochure's panels, such as the middle panel on the first page (the back of the folded brochure). Make a text box, and then type "Designed by" followed by your name. You can also change the look of the words and the text box any way you wish.

For help, see Graphics Group 7: Adding Words to Your Drawings

3. Save your work.

ABOUT THE FOUNDER

Chris Nolan completed his Bachelor's degree in Fine Arts from Columbia University. He also holds a Diploma in Photography from the New York Institute of Photography. He started Star Photo Studio in 2000 as the demand for wedding photography increased.

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STATION ROAD

Apple Green Park

contactstarstudio@gmail.com

Designed by Erin

We capture the star in you!

Brochure Page 1 Challenge Example

Review Your Work

Look over your brochure. Make sure it has the following elements:

- Two pages with three columns of information about the products and services offered
- Text styles that have been used to format headings, sentences, and paragraphs so they look the same throughout the brochure
- The company logo or other information to clearly identify your business
- Pictures that help make the written information clear or more attractive to potential customers

If any of these elements are missing, add them now. You should also make any other desired changes. Remember to **save your work** when you are finished.

Optional: Print Your Brochure

1. **Preview your brochure before you print it. Click File. Then, click Print Preview.**

For help, see Word Processing Skill 6.18: To see how a document will look before you print it

2. **To print your brochure, click File. Then, click Print.** A Print window pops up.

Note: For Microsoft® Office 2010 users, when you click the File tab, you will notice a Backstage view.

3. **To select the printer you want to use, click the arrow in the Name or Printer list and select the printer.**

Note: You will notice that the box has a drop-down menu or a list which allows you to select one option from several printer choices. If there is a drop-down menu, just click on the down arrow and move your cursor to the option you would like to choose. If a list is displayed, scroll to the printer that you want. Highlight your choice, and then click on it.

4. **To select the page you want to print, place your cursor on that page and click Current Page. Or, click Pages, and then type the page number that you would like to print.**

Note: If your brochure covers only page 1, then by default, the page will be automatically selected for printing. You may skip this step and move to Step 5.

5. **To select more than one copy you want to print, click the up arrow in the Number of copies list.**

Note: For Microsoft® Office 2010 users, click the up arrow in the **Copies** list.

Note: By default, the number of copies to be printed is 1. Just click on the up arrow for more than one copy to print. Click on the down arrow for lesser number of copies to print.

6. **Click OK or click Print.**