

## Brochure

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*Operational definition.* A brochure is a short, printed document whose purpose is to spread information or knowledge about a given topic. Its purpose is to teach or share specific data with all readers in general. Brochures are typically made up of split sections that combine texts and images illustrating the information shared.

### *Structure elements*

- Title
- Introduction
- Subtopics or sections
- Conclusion
- Key references

### *How is this done?*

1. Set the purpose of the brochure: to inform, teach, persuade, etc.
2. Research the topic thoroughly. Prepare a reading index card for each of the sources used.
3. Brainstorm ideas and organize them into clusters to visualize the hierarchy among them as well as the different sections that will make up the brochure.
4. Prepare an outline of the main ideas and develop them. Make sure each section can be understood separately.
5. Write a heading for each section.
6. Write a title for the brochure.
7. Choose images that illustrate and complement the information. Check if these are royalty-free and can be used for academic purposes.
8. Revise all the writing in the brochure to ensure that the ideas can be clearly understood and there are no typos or spelling mistakes. Make any necessary corrections.
9. Add two reference sources that might help the reader to learn more about the topic.
10. Use Word, PowerPoint, or Canva template to design your brochure, making sure the layout features show a balance between the distribution of information on the page and the images used

### *To learn more*

Lifeder Educación. (2020, april 20). *¿Qué es un folleto y para qué sirve? Características y tipos* [Video file]. <https://youtu.be/506iGJh2aJg>



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