

LECTURE 10

LEARNING OUTCOME

Upon completion of this chapter the student should be able to:

- Understand the purpose of the Leaflets
- Able to produce a proper advertisement.

LEAFLETS

Writing and editing

If you are asking someone to write the text of a leaflet or an article for a newsletter, you need to provide them with a very clear brief. This should state:

- a. the subject and angle of the piece;
- b. any essential points you want covered;
- c. details about the target audience, such as their level of knowledge of the subject;
- d. the style of the publication or other factors special to your campaign (provide samples);
- e. how long it should be (number of words);
- f. when you need it by (add spare time into your schedule to allow for problems).

Need to check:

For accuracy of facts and policy, as well as for grammar and style. They should add sub-headings and titles, and make sure the text is clear and easy to read.

Design

Design plays a central role in attracting attention, aiding comprehension and defining image. It should be determined primarily by purpose and audience. That is one reason why reports and leaflets have a different look.

Styles of print design vary from culture to culture and over time. The following are some principles which might be helpful.

Guidelines

- **Choose a typeface** for AI's name and logo and use it in all publications. This will help to create a strong "brand image" in the community.
 - Headlines should be big, bold and short
 - Avoid using too many typefaces as this is disruptive and disturbing to the eye. Use one typeface (or one for the heading and another for the body text) and use **bold**, *italics* and CAPITALS
- d. Avoid full pages of unbroken text where possible. Break up blocks of text by using bullet points, sub-headings, plain or shaded boxes, horizontal or vertical lines and columns.

- e. Don't be afraid of areas of white space. Use it to help make the text or photographs stand out.
- f. Use a drop capital or bold capitals to begin each paragraph.
- g. Use pictures and illustrations to catch the eye and where they help to tell the story.
- h. Keep designs clear and simple, not fussy and crowded.
- i. Colour increases design options, but can add substantially to costs

There are four main ways for printing the leaflets:

- Photocopying
- Duplicating
- Quick Printers
- Commercial Printers

Visual communication