



Travel Brochure

Everyone has dreamt about traveling around the world to interesting places. Pretend you own a travel agency and you need to inform customers of a new interesting destination. In order to inform and persuade your customers to want to visit this place you must create a brochure about it. You will use Microsoft Word to create the brochure. There are several templates you can use and several ways to customize your brochure by changing the font color and size, adding pictures, etc. Here is how to get started:

Planning the Brochure

1. Pick a country anywhere around the world to begin researching. Sites like discovery.com and nationalgeographic.com are a good place to start. Research and take notes on the following information (**your brochure needs to include all of the information**):
 - Brief summary of the country
 - Location, including a map and its geography
 - Highlight of major cities, well-known places, historic sites and landmarks
 - Recreation and Outdoor Activities—parks, sports, water
 - Entertainment , including museums, theaters, places to visit
 - Arts and Culture
 - Food that the area is known for
 - Calendar of Important events
 - Important Facts: Climate and overall weather conditions, Languages and Local Dialect, Currency, National Anthem, Flag, Population
 - Pictures/Graphics that relate to what you are talking about
 - Any Additional Information that you find interesting to share

Each part above does NOT need its own section, but each piece of information should be included!

2. Once you have all the information, think about and plan the overall brochure. Remember you are describing this travel destination to your readers. Start by deciding in what order you would like to place all of the information. Think of the most logical order all information should be in.
3. Open Microsoft Word, click "File," "New." A template box will appear. If using Word 2007, you will be connected to the Microsoft Office website for a few seconds and then click on "Brochures" and select the "Travel Brochure." The template will appear on the screen after downloading. Skip to section 2, "Modifying the Travel Brochure Template." In older versions of Word, click on "Templates from Microsoft.com"---the option is on the right panel of your screen.
4. A web browser window will open. Key into the search box "travel brochure," then click "Search". Once the search is complete, click on the "Travel Brochure" template.
5. You may have to click at the top of your web browser (a yellow bar will appear if using Internet Explorer) and download the ActiveX control. After the template is downloaded, you will be returned to Word and you will see the template.



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6. Once you have a plan and the brochure on your screen start putting together the information by modifying the panels of the brochure.

Modifying the Travel Brochure Template

1. Lay out the front and back pages of the brochure. On page one of the Microsoft Word travel template, the first panel is the back page, second panel is the front page and the third and fourth panels are inner pages. To change clip art and photos, click on the preset clip art then click "Insert" from the top menu bar and then "Picture." Then browse for the pictures you want and insert them in place of the clip art.
2. To change the text, highlight the text and type over the existing words.
3. On the back panel, end with a strong photo, and contact information to your travel company including any phone numbers, website addresses and your name. The company logo should also be easy to read and scaled correctly to the page.
4. To add your own logo in the box labeled "YOUR LOGO HERE," click on the box then click "Insert" from top menu bar and then "Picture." Then browse for the logo you want.
5. Next, save your brochure, click "File," "Save As," choose your flash drive, type in a name and then click "Save."
6. Plan the inner panels. On page two of the template, panels one through four are all inner panels. There is a pull quote box on the fourth panel of page two. Use this quote box to add emphasis to a certain aspect of the destination or if you have a quote from a local business person or local resident from the travel spot.
7. Inner panels should have headings, pictures, facts about the travel spot (look at the bullets on the front page). Don't overdo it on photographs. Try to have an equal balance between photos and information. Each photo should have a caption.
8. For the information, write grammatically correct sentences that are clear and simple. Use adjectives that are bold and give punch. No one wants to travel to a boring place nor do they want to read boring sentences. Spice the sentences up.
9. Once you have completed the brochure, run spell check and make any corrections. Save your file again.
10. To print, click "File" and "Print." Make sure to set your printer settings to "Landscape." You may want to do a "Print Preview" before doing a final print.

Things to remember:

1. The picture on the front should pull the reader into the publication.
2. The font size of the title on each section (including the front panel) should be bold and large but in balance with the photographs.
3. Include a caption under the photographs being shown in the brochure. Real photos always work better than clip art.
4. Have a plan ready of what you would like to place on each of the panels of the brochure (look at the bullets on the front page of these instructions)!
5. No white spaces should remain unfilled, use pictures and detailed information!



Travel Brochure

Teacher Name: **Mr. Gaeta**

Student Name: _____

CATEGORY	4	3	2	1
Attractiveness & Organization	The brochure has exceptionally attractive formatting and well-organized information.	The brochure has attractive formatting and well-organized information.	The brochure has well-organized information.	The brochure's formatting and organization of material are confusing to the reader.
Graphics/Pictures	Graphics go well with the text and there is a good mix of text and graphics.	Graphics go well with the text, but there are so many that they distract from the text.	Graphics go well with the text, but there are too few and the brochure seems "text-heavy".	Graphics do not go with the accompanying text or appear to be randomly chosen.
Writing - Grammar	There are no grammatical mistakes in the brochure.	There are no grammatical mistakes in the brochure after feedback from an adult.	There are 1-2 grammatical mistakes in the brochure even after feedback from an adult.	There are several grammatical mistakes in the brochure even after feedback from an adult.
Writing - Mechanics	Capitalization and punctuation are correct throughout the brochure.	Capitalization and punctuation are correct throughout the brochure after feedback from an adult.	There are 1-2 capitalization and/or punctuation errors in the brochure even after feedback from an adult.	There are several capitalization or punctuation errors in the brochure even after feedback from an adult.
Spelling & Proofreading	No spelling errors remain after one person other than the typist reads and corrects the brochure.	No more than 1 spelling error remains after one person other than the typist reads and corrects the brochure.	No more than 3 spelling errors remain after one person other than the typist reads and corrects the brochure.	Several spelling errors in the brochure.

_____x 5

TOTAL=_____