

Creating leaflets

Top tips

- Be prepared: Look at the assignment detail provided on the module in detail to make sure you know what the brief is.
- Format: Do you know what format the leaflet needs to be in? trifold? Double sided on A4/A5? Some examples of different leaflets are given below.
- Plan: It's a good idea to plan out what the leaflet might look like before starting to put it on a page.
- Concise: Write in a concise way.
- Accessibility: Think about the audience you're writing for.
- Images: Could you use visuals or graphs to illustrate.
- Relevance: Keep the point of the leaflet in mind throughout.
- Refer to existing leaflets: Look at leaflets related to your topic area to give you an idea about level of detail, formatting and style.
- To get started, you can use templates found in Word. Go to 'File' then 'New' and then click on or search for the terms 'Flyer' or 'Brochure'

Example 1: an A4, double – sided leaflet.

The image shows two pages of a leaflet. The left page is titled 'ACT ON ACCEPTANCE' and features a large heading, a sub-heading 'Follow three simple steps to make sure that your published work remains eligible for the REF.', and three numbered steps. The right page is also titled 'ACT ON ACCEPTANCE' and features the University of Northampton logo, a numbered list of points, and a footer with contact information. Callout boxes point to various elements: 'Use different sizes of text' points to the heading and sub-heading; 'Blank spaces help – try not to overcrowd the page' points to the layout; 'Numbering the information can help guide the reader' points to the numbered list; and 'Consistency in the message on both sides of the leaflet' points to the matching headings and footers.

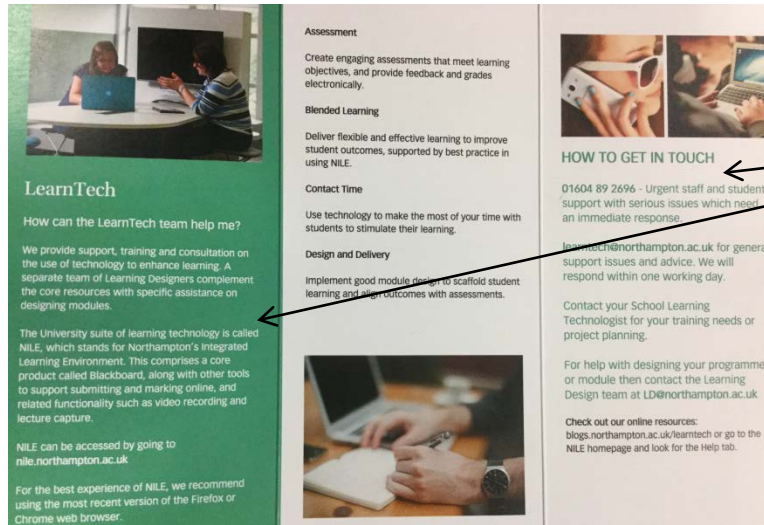
Use different sizes of text

Blank spaces help – try not to overcrowd the page

Numbering the information can help guide the reader

Consistency in the message on both sides of the leaflet

Example 2: A tri-fold leaflet



When designing a tri-fold leaflet, keep in mind which panels become the front and back covers



Think about the design and colour choices and be consistent. Limit to two or three colours and use them in different ways e.g. for background as well as text



Images and shapes can be as effective as text in some instances. Note the use of similar shapes.