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GET ENGLISH FAL
TEACHER DEVELOPMENT PROGRAMME
 Grade 8 Term 1 Cycle 1
Brochure Worksheet and Rubric

Name:
School:
Class:

WRITING AND PRESENTING TRANSACTIONAL TEXT **BROCHURE**

Write and design a brochure.

What is the difference between a **brochure** and a **poster**?

A poster is something designed to be mounted on a wall or billboard - a large single sheet containing some information and graphics. It may be a poster advertising a concert, or a bank.

A billboard poster promoting Standard Bank.



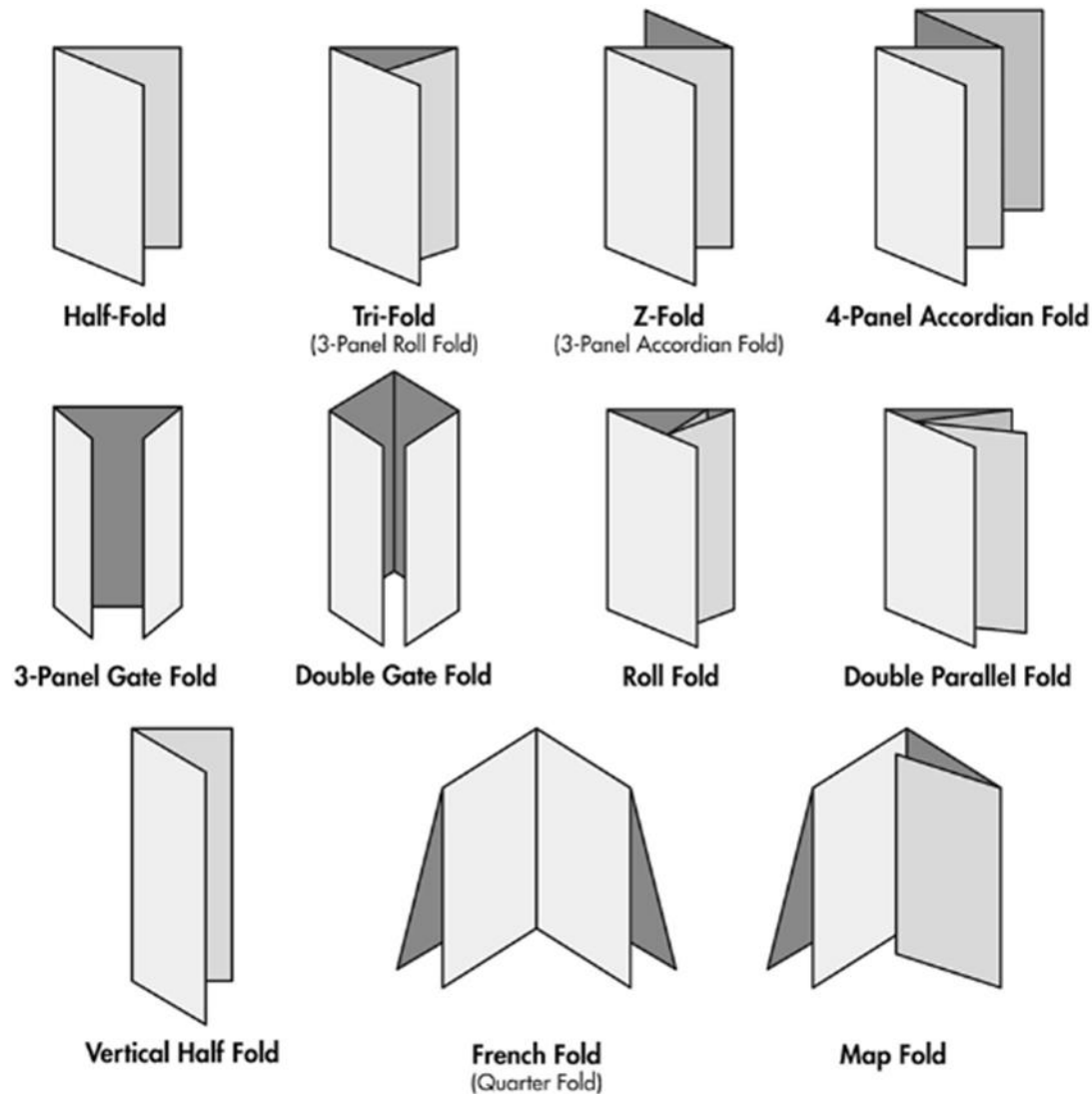
A brochure is a **single sheet document** often **folded into thirds** that can be printed and handed out to community members.

A brochure can also be a single sheet document, **folded in half**, that is mass-produced to **provide information to the public**.

Brochures have a single focus that may include: -

Information about an event, a political party or informing the community about a new clinic that has just been built.

Below study the many ways which a brochure can be folded.



For a brochure to be effective, it needs the following three key elements:

- ✓ A captivating copy.
- ✓ An easy-to-read layout.
- ✓ A simple yet eye-catching design.

Brochures need to be:

- Colourful if possible
- Eye-catching
- Interesting visual material
- Contain interesting relevant information
- Easy to read and
- Not contain too much information.

Each brochure should contain the following elements: a headline, brand elements, contact information, a call to action, text, and visuals. Each of them should be placed strategically, and that is what makes a good brochure design.

Brochures vary in content and length, but most follow a standard format.

1. The front panel displays the logo and headline.
2. The inner panels make a case for the product/service using supporting facts and details.
3. The final panel contains contact info (email address) and a call-to-action.

TASK.

N.B. Do not use more than three visuals for your brochure.

1. PLANNING

- Decide and research about your product.
- Who is your target audience?
- Collect relevant visuals.
- What is the purpose of your brochure?
- Background colours.

2. DRAFTING AND REVISION

- Choose font and format of your brochure.
- Decide on headline/Develop your slogan.
- Formulate subheadings.
- Decide on visuals that you want to use.
- Decide on language.
- Develop your first draft.

3. EDITING: When editing your draft, please consider using following:

- Sentence fragments – to save space.
- Emotive language – words that make people emotional.
- Persuasive language – so that readers feel they must attend the Gym Park.
- Pronouns like your and you – so that readers feel the brochure is talking directly to them.
- Pronouns like we and our – so that the reader may feel like they are part of the community.
- Repetition – so that the same message can be read more than once.

Design a brochure promoting a local Gym Park.

The aim of this brochure is an informative brochure to create awareness about the new Gym Park that has recently been constructed in your community to promote good health by keeping fit.



Your brochure must promote a "healthy lifestyle" by keeping fit, to your friends, family and community members by making use of the new Gym Park.

Your brochure should meet these requirements: -

1. Have a title. Think of a catchy name to call the Gym Park.
2. A cover page that gives the reader an idea what the brochure is about.
3. Text telling readers about the importance the Gym Park has for the reader.
4. Include catch phrases like: Physical activity promotes good health, keeping your body fit reduces illness, healthy choices help people live a balanced lifestyle.
5. The location of the Gym Park.
6. On Wednesday afternoons between 14h00 and 17h00 a mobile clinic with medical staff will be present to address to any health concerns community members may have.
7. Contact information.
8. Keep your information concise (*this means giving a lot of information clearly and in a few words; brief but comprehensive.*)

Your brochure needs to be no larger than 1 x A4 page, folded according to your choice of design.

Image of an A4 page folded in half



Image of an A4 page tri-fold



Before you start designing your brochure, **plan**.

1. You can use a mind map as a tool to sequence your thoughts.
2. Write up a rough copy of your brochure using your mind map as a guide.
3. Decide on your target audience. Who do you intend to hand the brochure out to?
4. Edit. Make sure that you have used correct spelling and punctuation.
5. Proof read your work before you hand it in for marks.
6. If you choose to use images, are your images captivating, attractive?



Example of a template for a brochure.

The template consists of three columns. The top section has horizontal lines for text. The middle section has three large rectangular boxes for images or graphics. The bottom section has horizontal lines for text.



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Teacher Guide Brochure Worksheet and Rubric

Write and design a brochure.

Hold a class discussion in which you revise the main points of a brochure.

Include the importance of keeping fit and healthy.

Ask learners if they have noticed a "Gym Park" that has recently been constructed in their community.

Recommended preparation before the lesson:

Collect samples of brochures to show learners, many banks, food shops and pharmacies have free brochures at the information counter.

If possible, print a copy of the lesson for each learner.

Differentiate between a poster and a brochure. Learners often find the differences confusing.

If available provide the learners with the following resources: -

- ✓ A copy of the worksheet.
- ✓ A blank piece of A4 photocopy paper, or a page out of an examination pad.
- ✓ Coloured pens or pencils, alternatively an ink pen and pencil will suffice.
- ✓ Glue.
- ✓ Old magazines for images.
- ✓ Stapler to staple the brochure to the worksheet.

This activity may be done in pairs.

* **Some learners** may feel inadequate when it comes to drawing if no magazines are available.

However, this does not mean you can't encourage learners to draw their own graphics and compliment them on their attempts.

Criteria	5	4	3	2	1
Attractiveness Formatting and organisation	Brochure has exceptionally attractive formatting, well organised and evidence of planning.	Brochure has attractive formatting, well organised and evidence of planning.	Brochure has some formatting, and organised information. Some evidence of planning.	Brochure has limited formatting, and organisation of information. No evidence of planning.	Brochure has no formatting and organisation of material.
Content and accuracy	Use of facts and quantity of information is exceptional.	Use of facts and quantity of information is good.	Use of facts and quantity of information is fair but not consistent.	Use of facts and quantity of information is present but limited.	Use of facts and quantity of information is limited.
Language use register and style	No grammatical errors, correct use of register and style.	Few grammatical errors, use of register and style is good.	Some grammatical errors, attempts at using register and style.	More than several grammatical errors, poor use of register and style.	Numerous grammatical errors, impairs readability. No attempt at use of register and style.
Graphics Pictures	Graphics support the text. A coherent mix of graphics and text.	Graphics support the text. Graphics overshadow the text.	Too few graphics. Brochure is text heavy.	Graphics randomly chosen. Incongruity between graphics and text.	No graphics present.

Total [20]

Learner's mark _____