



BROCHURE LESSON PLAN

ALASKA MARINE HIGHWAY

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Objective: Create a flyer/brochure that will inform, educate and persuade people to take an adventure on the Alaska Marine Highway. The brochure must mention the 50th anniversary.

Note to K-12 teachers

This lesson may be adapted for different grade levels. At the elementary level, teachers may want to do a flyer instead of a tri-fold brochure. They may want to use colored pencils instead of printed pictures. At the intermediate grade level, teachers may want to use desktop-design software and allow more complicated layouts, like tri-fold brochures. The extent to which teachers want to evaluate the effectiveness of the content is also subjective.

In evaluating the brochures, you may want to have classmates not involved in that particular brochure project read the brochure, then take a simple quiz (written or verbal) to determine how well the brochure writers/designers presented their topics. (After one reading, could most of the students tell what the brochure was about? What key points were made? Etc.)

Introduction (The purpose of a brochure)

One way that people learn about places, people or things that they do not know is by reading about them. But what if they don't have time to read a whole book or they just want a quick overview of the subject? Businesses often use brochures to quickly inform, educate or persuade. They use brochures to grab the reader's attention and get him or her interested enough to want to know more.

A brochure for a new convenience store might have a map, list of all the locations around town and a brief description of the types of products it sells. The brochure for an animal shelter may give facts about abandoned animals, pet overpopulation and the importance of spaying and neutering programs. A travel brochure may show beautiful pictures of exotic places, making you want to visit that city or country.

These types of brochures tell enough about places or organizations to get your interest and make you want to know more.

Task

Create a brochure about the Alaska Marine Highway System (AMHS) that informs, educates and persuades. Don't think that you need a lot of words to make it good—pictures, colors and basic information will be enough. Choose two to three key points about the AMHS to describe. If there are other important elements, consider listing them in a simple bullet list or chart somewhere in your brochure.

Have fun celebrating the 50th anniversary!

Resources

- Brochure Checklist A (see page #3).
- Place Checklist B (see page #3).

Suggested Minimum Resources

- Collection of brochures from family, friends, local businesses. (Travel brochures and brochures from local clubs are good examples.)
- Page Layout software (with brochure templates if possible).
- Plain or colored paper, staples (if doing booklet style brochures).
- Classroom or library reference materials.
- Laser or inkjet printer able to handle chosen paper stock.
- Brochure-design books and portfolios (optional).
- Access to Internet Resources (optional).
- Scanner, clip art books, graphics software (optional).



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Steps (Not all steps may be necessary but are guidelines)

1. First, write down what you currently know “off the top of your head” about the Alaska Marine Highway. Write down any key vocabulary you remember from the worksheet activities. (These words must have stuck out for you, so they will for others, too.) Write down what you know about the mission of the AMHS and what the 50-year anniversary means to Alaska.
2. Look at sample brochures that you or your class have collected. Identify those that have a style or format you might like to imitate or borrow. See how much detail each type of brochure includes. Travel brochures work well.
3. Research your topic. Use the materials provided in the classroom or from other sources to gather more details about your topic. From these materials and what you already know about the topic, start picking out five to six significant or interesting facts that you think you will want to highlight in your brochure.
4. Use the Place Checklist for questions and ideas on what to include in your brochure.
5. Using the Brochure Checklist, list the major components of your brochure. Mark out any components you wish to omit from your brochure. Write headlines and subheads. Write the descriptive text. Make lists.
6. Sketch out some rough ideas of how you want your brochure to look.
7. Print your final design and fold as necessary.

Evaluation (Elementary)

Use the Place Checklist B as a grading rubric. Each bullet could be worth 10 points, for a total of 50 points. Teachers can grade the brochures or adapt using the suggestion for intermediate grades.

Evaluation (Intermediate)

Your teacher and your classmates will use the criteria listed in the checklists accompanying this lesson to see how well you have presented your topic. You will be using the same criteria to judge the work of your classmates and provide input to your teacher. Not everyone will agree on the effectiveness of a single brochure, but if you have done your job well, most readers will agree that your brochure gives them the information they want and need, is easy to follow and makes them want to know more.

Conclusion

The 50th anniversary of the AMHS is something that all Alaskans should be proud to know about and, hopefully, have experienced or want to experience someday. A brochure is a tool for informing, educating and persuading people to do something. Hopefully, your brochure persuades people to take a ride on the AMHS.



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Brochure Checklist A

Many of the items in this list are optional. You must decide which ones are appropriate for your brochure.

- Name of location, business or organization.
- Address.
- Phone number.
- Fax number.
- Email address.
- Web page address.
- Headline that creates curiosity, states a major benefit, or otherwise entices the reader to open and read your brochure.
- Headline that states the name of the product, project or described process.
- Subheads.
- Short, easy-to-read blocks of text.
- Lists, charts.
- Key benefits (two to three).
- Features.
- Instructions, steps, parts (for a procedure, to assemble a product, etc.)
- Biography (of business owner, key members of organization, officers, etc.).
- Mission statement.
- History.
- Logo.
- Graphic image(s), including purely decorative elements.
- Photographs of product, place, people.

- Diagram, flow chart.
- Map.
- Call to action. (What you want the reader to do: call, visit, fill out a form, etc.)

Place Checklist B

Checklist for a Brochure about a Place

Here are a few things to look for specifically related to brochures about the Alaska Marine Highway. Not all have to apply to your brochure.

- Does the brochure catch the audience's eye?
- Does the brochure give enough information so that the reader understands what the Alaska Marine Highway is?
- Does the brochure state that this year is the 50th anniversary of the Alaska Marine Highway?
- Are there interesting pictures? (Pictures with people are usually more effective, but pictures of ferries or beautiful scenery can work with or without people.)
- Does the brochure have other elements like multiple font styles and sizes, bulleted lists, charts or clipart?