JUSTIFICATION WORKSHEET for BROCHURE PLANNING

(this worksheet is to help organize your thoughts, to find gaps in your planning, to ask yourself questions, and to maintain planning consistency...this does not replace the "planning documents" or other required phase assignments; worksheet may be turned in with the final brochure)

What is the purpose(s) of the brochure? Describe what this means for the kinds of information you will need to include in the brochure (content implications).

Who will be the target audience for the brochure? Describe the various cultural, educational, attitudinal, interest area, and other characteristics and concerns of the target audience. (See Professional Presentations and assignment instructions for more detail.)

Discuss what the implications are for:
1) general tone and character of the brochure,
2) reading level of the text,
3) actual content of the brochure,
4) type of map(s) needed, if any,
5) types of examples and analogies used,
6) layout and design of the brochure, etc.

Also describe how you researched the audience.
What are the **measurable objectives** for the brochure?
Be sure to include the 4 components of each: **A** audience;
**B** behavior / action (measurable) verb;
**C** condition / target time at which to measure;
**D** degree / targeted % of audience or target change.
(Each objective should be written separately -- use additional page if needed.)

See examples in *Professional Presentations* book for format and different kinds of objects.

**Label** the types of objectives (behavioral, learning, emotional). Be sure to include at least one behavioral objective.

Have you checked all your facts? **researched** (in books, other publications, and/or through interviews)? List your **sources** (complete), for both brochure content and target audience.
How will the **brochure be used**? When and where will the readers receive it? What are the **implications** of this for brochure size, fold pattern, paper weight, and use of mail panels/inserts/tear-off cards, etc.?

Will the brochure be for quick one-time use, then thrown away? Or will it need to stand up to a week's worth of "travel guiding" or use on an outdoor trail? Or will it need to have souvenir quality? What are the design implications of this?

Does the brochure need to include any type of **map** (locator, site, other)? What kind of map(s)? Why? How much space in the brochure should be allocated to the map? How important is map detail? What kind of logos, colors should be used for clarity, ease of use? Do you need to simplify a map? Is the map you included clear, with labels readable (size and clarity)? *(Maps and other graphics pulled from the web are fuzzy and not appropriate for brochures.)*
What is the general **tone or character** that you want to portray with the brochure? Why? What design decisions will you make to create or support this character (colors of paper and ink, type and weight of paper, font style [headings and copy], type of graphics, the style and tone in which you write/present the information)?

What is the **final folded size** of the brochure? Why?

What is the **final opened size** of the brochure? Why?

What kind of information will be readily visible on the **front** panel? Why?

What kind of information will be readily visible on the **back** panel? Why?

What **type of paper** (weight, color, size, recycled vs. not recycled) will you use? Why?
What color(s) of **ink** will you use? Why?

Identify any **special effects or design elements** (such as screened photos, full-color photos, die cuts, gilt letters, repeated logos, leading lines, etc.)? Why chosen?

What type(s) of **graphics** will you use? Why?

Will any of your **design bleed** across more than one panel? If so, is this clearly explained to the printer?