

## *Travels with Charley Tri-fold Travel Brochure*

**Directions:** Follow the steps below in composing your travel brochure.

1. While reading the book, take notes on the various sites Steinbeck visited in his travels.
2. **Decide on a location** that appeals to you – one you would like to visit yourself. You may choose a location you have already visited or one that is unfamiliar to you.
3. Choose your focus. Is your brochure going to highlight a hotel, resort, shopping, the beach, the mountains, family vacations, or luxury? **Select between one and four main points to include in your brochure.**
4. Select photos for your brochure. **Choose photos with vibrant colors and enticing images.** Photos of a pool, the beach, people shopping and exercising are excellent selections. You may also want to include photos of a hotel, shops, restaurants and other attractions in your brochure.
5. Write your text based on your photos. **Use short phrases and bullets** wherever possible. You can write three to four short paragraphs of three to five sentences each to describe destinations or accommodations. **Use powerful verbs and adjectives** in your descriptions. A thesaurus can help you pinpoint descriptive words. The text in your brochure will serve to give your readers a general overview of the destination or attraction; don't be too wordy.

### **Instructions for Composing a Travel Brochure Using Microsoft Word 2007 (from eHow.com)**

1. Visit websites for the travel destination the brochure will feature, such as the city's chamber of commerce or the state's Secretary of State site. Look for information on tourist attractions, facts and figures, historic sites, famous residents and important travel information such as weather, high travel season, and where to stay.
2. Open Microsoft Word 2007, pull down the "File" menu, and click "New." When the "New Document" pane opens, type "brochure" into the "Search online for" box and click "Go."
3. Scroll through the results and click a link to preview the brochure template. Click the "Download" button and within a few moments, the brochure will open in a new Word window on the screen.
4. Highlight a headline on the brochure and type over it with your own, such as "Raleigh, North Carolina: Visit the Capital Acorn City." Repeat this to change the other headlines on the brochure with subjects such as "Things to Do," "Where to Stay," "What to Eat," and "What You Should Know." Use the text toolbar at the top of the Word screen to change the headlines' font type, size, and color.
5. Highlight a text box under a headline and type over it with your own information. Include a variety of tourist attractions, such as museums, sporting arenas, bars, malls, and antique stores in the "What to Do" section. For the "What You Should Know" section, advise readers on things like "This city experiences 100+ degree temperatures from May through August," or "Out of town guests receive a free bus pass; just show your license."

6. Click once on a placeholder graphic on the brochure to highlight it, then press the “Delete” key to remove it. Pull down the “Insert” menu, click “Picture,” and select “Clip Art.” Type a word or phrase, such as “travel,” “luggage,” “airplane,” “palm tree,” or “hotel” into the “Search for” box and click “Go.” Scroll through the results and double-click an image to add it to the brochure. Repeat to change all of the images on the brochure.
7. Add a location-specific photo by pulling down the “Insert” menu, clicking “Picture” and selecting “From File.” Browse to the digital photo on your computer and double-click the image to open it on the brochure. Photos may be downloaded from city or state websites or from free stock art websites.
8. To remove the contact panel, click once on a text box and press the “Delete” button on the keyboard.
9. Pull down the “File” menu and click “Save As.” Name the brochure and save it to your computer.

### **If you are not using Microsoft Word 2007:**

1. Evaluate the software tools you have at your disposal. If you have a desktop publishing program like Publisher installed on your computer, it should include built-in templates for creating brochures and handouts. If all you have is a word processing program, there are many templates that can be downloaded.
2. Download a tri-fold brochures template from the Microsoft Office website if you are using Microsoft Word to create the brochure. Other makers of word processing software also have templates available.
3. Find photographs you can use to dress up the brochures. You may use your own vacation photos or stock photos that are available on the Internet. Make sure the photos are available for use and not copyrighted.
4. Bring up the brochure template and double-click on a section of sample text. Replace the same text with your own copy and hit the “Enter” key to accept the changes. Format the text as needed – using large print and bold fonts makes the brochure easier to read.
5. Insert the photographs you have chosen into the brochure. Using several different photographs will make the brochure more visually interesting. Save to computer.

### **General Suggestions**

1. Pick up models of travel brochures at local hotels for a feeling of what yours should look like.
2. Your **tri-fold brochure** should be printed front-to back. The first page should have a title, your name, and a picture. Include visitor **contact information (phone # or email)** in the bottom half of the middle back column. This may be fictitious or real. Remaining pages should introduce your audience to your area and encourage a visit.
3. Have several other people **proofread** your brochure and incorporate any suggestions you feel will improve the product.
4. If you **use high quality paper** (cardstock, glossy photo paper) for printing, your brochure will have a more professional look. Draft and print on less-expensive paper before the final.
5. Be aware of how **photos and text balance on the page** and how they appear in the tri-fold.
6. Use **color and font size and style** to achieve a clean, attractive look. Do not use light colors on light colors or highly decorative, difficult-to-read fonts.