

Brochure & Leaflet Design Fundamentals – Create Impactful Print Communications

Introduction to Brochure Design

- Definition of a brochure and its role in marketing communication
- Strategic applications: promotion, information, lead generation
- Fundamentals of effective layout and page design

Structuring Information for Impact

- Understanding information hierarchy: principles and best practices
- Highlighting key messages for better readability
- Visually organizing content into clear information groups
- *Practical workshop: structuring content for a brochure*

Designing a High-Performance Folded Leaflet

- Identifying the right content based on communication goals
- Selecting the appropriate format for distribution and target audience
- Exploring brochure types (bi-fold, tri-fold, accordion, etc.)
- *Workshop: fold simulation and dummy creation*

Professional Manufacturing & Design

- Standard and custom formats: benefits and limitations
- Balancing layout with content volume
- Segmentation techniques for better clarity and engagement
- Designing a visual journey for the reader
- Considering physical impact: 3D perception and tactile experience
- *Workshop: creative research and concept development*
- *Workshop: full design of a professional folded leaflet*