

# Worksheet 1

## Design an Informative Brochure

Create your own handwritten informative brochure in which you promote the achievements of Aboriginal and Torres Strait Islander peoples in one or more of the following areas: \*Music \*Theatre \*Dance \*Visual Art \*Film and Television \*Literature \*Media \*Sport

You will find the source information on pages 83-108 of *The Little Red Yellow Black Book*. Use your descriptive skills to re-work the material, then decide how you would like to use a combination of text and graphics to present the material in your brochure. Remember you must use hand-drawn and hand-written text, lettering and graphics. This writing scaffold will help you to organise your work. Jot down brief notes in each section to complete your planning. Then use the A4 paper to create your brochure.

### Layout Planning Sketch

**Use a colour palette that resonates with your topic and the intended target audience.** You can link certain colours and combinations to sections of text, making it easy for your reader to find specific details.

**Add one or more visual features such as diagrams to illustrate the information presented.** You may not have space to illustrate all of the details, so choose those that are most important.

**Create an attention-grabbing heading.** You could use contrast, alliteration or assonance, a pun or irony to capture attention.

**Present a brief introduction to the topic.** Your writing should be concise and provide a clear introduction to the main purpose of the brochure – to convey information about the topic. Use personal pronouns.

**Use sub-headings to break up factual information into manageable sections.** Use a heading hierarchy with a clear organizational structure that makes logical sense.

**Create a logical list order.** Use an order that allows the reader to locate the information most relevant to their situation.

**Use bold text and dot points.** The points should have a consistent pattern.

**Consider whether you need to provide any definitions to clarify the meaning of unfamiliar terms.**

## Worksheet 2

Ensure that each listed point is supported by more detailed information. Use concise, direct expression.

List adjectives and emotive terms if appropriate to the topic. These will help you create a richer description of the details. Consider using idioms to personalise the message.

Use language relevant to the topic. Use the active voice to increase reader engagement and maintain a positive tone.

Use captions to explain the content of diagrams and images. If reproducing images you will need to provide textual credit to properly acknowledge the copyright holders for images, and you must always ask for permission to use any imagery.

Caption 1:

Caption 2:

Caption 3:

Employ jargon where necessary to add specificity. Use jargon relevant to the topic area to aid precision and variety in conveying factual information.

Employ other features and techniques that are designed to leave a strong impression on the reader. Check that your most powerful statements occur at the beginning and end of the flow of information.