

BROCHURE MAKING



Parul® University
NAAC **A++**
Career Development Cell



LEARNING OBJECTIVES

- To understand the concept and purpose of a brochure
- To distinguish between brochures and other print media
- To identify the parts and structure of an effective brochure
- To explore different types of brochures and their use cases
- To apply strategies for designing impactful brochures

TOPICS TO BE COVERED

- Introduction
- What is a brochure
- Differences
- Why do we need a brochure
- Parts of a brochure
- Types
- Classroom Activities
- Conclusion

INTRODUCTION

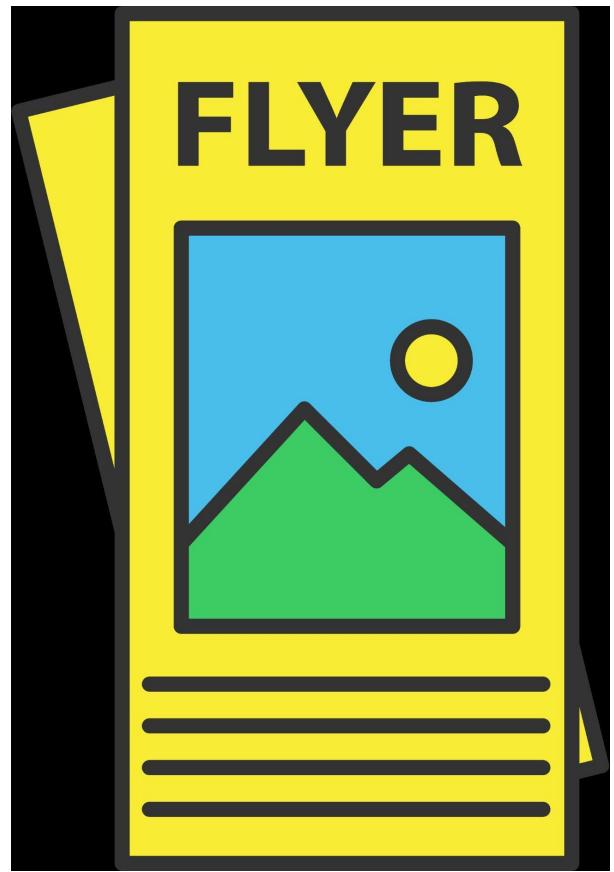
- A brochure is an informative, folded paper document used for advertising. It helps promote a product, service, or organization and provides more detailed information than a flyer. Brochures are used at events, exhibitions, and by sales teams.



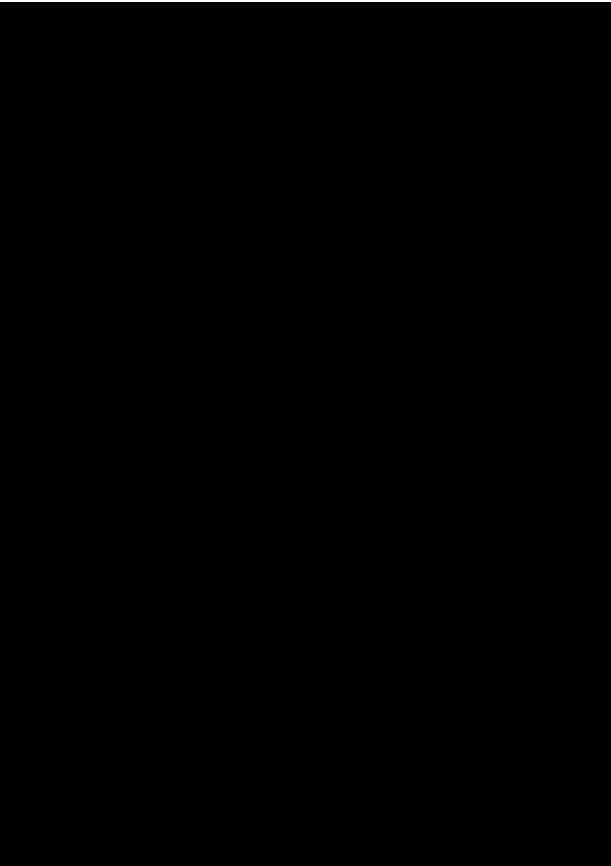
WHAT IS A BROCHURE?

A brochure is a small book or magazine containing pictures and information about a product or service.





Flyer



Leaflet



Booklet



Brochure

Are Not The Same

WHAT'S THE DIFFERENCE BETWEEN FLYERS, LEAFLETS, BROCHURES, BOOKLETS, ...?

Most of us can easily spot the differences between a book and a magazine, but it's a much steeper challenge to explain what distinguishes a flyer from a leaflet, a brochure from a booklet or a prospectus from a pamphlet.

Let's go in details for that.....

FLYERS

Flyers, also known as handbills, are one of the most popular print marketing products because they are so cheap to produce and easy to distribute.



LEAFLETS

leaflets tend to be a bit smaller than the flyers and they are usually supposed to be of the better quality too.



BOOKLETS (MAGAZINES)

Booklets are often confused with brochures.

consist of multiple pages (typically between 8 to 16 pages)

a saddle stitch, spirals, staples or other binding methods.



BROCHURES (PAMPHLETS)

Brochures, also known as pamphlets.
differentiated quite easily from flyers and leaflets
they aren't flat, but folded.
This third dimension-stand out a bit more creative with
the design.



WHY DO YOU NEED A BROCHURE?

You can only be in one place at a time

Your brochure, however, can be in many places

Your brochure can help you influence potential and expected clients

An effective brochure clearly and briefly outlines what you want to talk about and what you want to offer



PARTS OF A BROCHURE

- Name & Logo
- Cover Image
- Slogan
- Main Text
- Contact Info
- Design Tips:
 - Strong headline
 - Clear, simple language
 - Call to action
 - High-quality paper
 - Avoid overload

TYPES

- Bi-Fold
- Tri-Fold
- Gate Fold
- Z-Fold
- French Fold

Type	Description	Size	Use Case
Half Fold / Bi-Fold	Folded once into two panels	8.5" x 11"	Simple product showcase
Tri-Fold	Folded into three panels	8.5" x 11"	General marketing, balanced layout
Gate Fold	Side panels fold inward	8.5" x 11"	Graphic-heavy or one product
Z-Fold	Accordion-style fold	8.5" x 11"	Step-by-step presentations
French Fold	Folded in half twice	8.5" x 14"	Maps, invitations, event info



Types of Brochure Folds



Bi-Fold



Z-Fold



Accordion Fold



Roll Fold



Gate Fold



Double Parallel



Double Gate



French Fold

VIDEO TUTORIALS

1. [. What is a Brochure \(YouTube\)](#)

1. [Different Brochure Folds Explained \(YouTube\)](#)

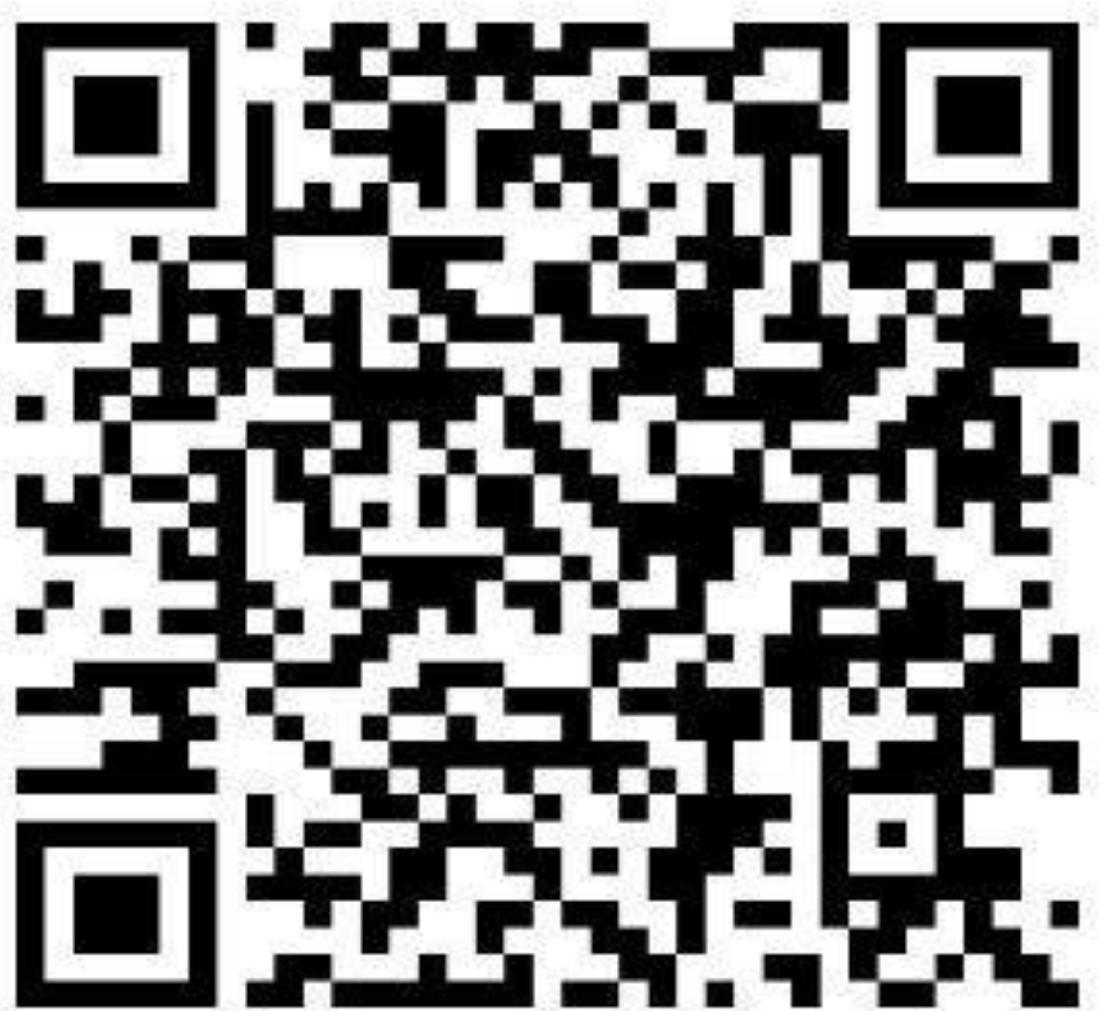
CLASSROOM ACTIVITY

- Think & Share: What makes a brochure effective?
- Group Work: Create a sample brochure
- Case Study: Analyze a real brochure
- Role-play: Present your brochure as a sales pitch

CONCLUSION

- Brochures are detailed, folded marketing tools
- Represent your brand effectively
- Focus on design, clarity, and CTA
- Choose appropriate fold type
- Boost engagement and sales

Instagram



Linkedin



THANK
YOU