

Characteristics of Quality Educational and Promotional Materials

Your message will be very different if you are recruiting participants than if you are trying to rally the public, or if you are trying to convince a population at risk to change their habits. Planning the content and layout of your promotional materials is necessary to making them effective.

Use this checklist to determine whether your brochures will be effective in engaging their audience.

- ❑ The brochure is distinctive
 - The cover page stands out (e.g., attractive and appealing design)
 - Headlines are fresh and reflect the content
 - Logos are used consistently
 - Themes are carried throughout all promotional materials
- ❑ The material targets its market audience
 - The content is relevant and appealing to the target audience
 - The headline attracts the attention of the desired audience
- ❑ The layout is simple
 - The text is logically presented and easy to read
 - Separate services/ products/ features are noted by boxes, headings, lines and white spaces
- ❑ There is a dominant element
 - One message that you want the individuals to take, an action
 - Illustrations capture attention
 - Illustrations are useful and must relate to the content
 - Photographs are effective
- ❑ Use of color is important
 - Layout for an adolescent audience can be busy.