Leaflet Design
Poster Development

The aim of this presentation is to cover:

- The Purpose of a Leaflet
- Understanding Leaflet Criteria
- Creating a Leaflet Abstract
- Leaflet Content
- First Draft Leaflet
- Leaflet Aesthetics
What is the purpose of a leaflet?

A leaflet is a visual tool you can use to present your research project, writing or developing work.

The intention of a leaflet is to; visually – as well as textually - communicate a message, to engage an audience and to stimulate conversation or discussion.

A successful leaflet must also be informative.

Design underpins leaflet, as they must be eye catching and attractive, otherwise the audience will not engage with the content.

How you design your leaflet will depend on the context and nature of your work. Use images and text that is appropriate to your subject area.
Examples of Leaflets
Can you think of any examples of good or bad leaflets?

Where did you see the leaflet?

Why was it memorable?

Can you recall what it was communicating?

How did it engage you?

Did you talk to anyone about the poster after seeing it?

Did it use visual and textual communication?
Examples of Leaflets
Pick a leaflet from the selection provided

What is the purpose of the leaflet?

How is this communicated?
Understanding Poster Criteria

Criteria

- Word Count
- Spacing
- Number of Sources
- Referencing
- Info Format
The Message of the Leaflet

Leaflet Musts

Think of and use a strong title

Focus on the subject matter

Use robust supporting statements

Support with data

Re-affirm your points

Consider the audience
Creating a Leaflet Abstract

An abstract is a succinct description of your work

- Explain why your work is important
- Describe the objectives of your work
- Explain the methods used within your research/project/study
- State results, conclusions and recommendations
- Outline key words used
First Draft Leaflet
Start the process on paper, before going digital!

Have you considered how your leaflet will flow?

Have you chosen a layout which is easily readable?

Have you thought about where you can add your visuals? Ensuring that they are relevant as well as eye catching!

Have you check you have included everything set-out in the criteria given?
Use a colour wheel to pick complementary colours to use in your leaflet.

These colours can be found on the opposite sides of the colour wheel, such as blue and orange, red and green or purple and yellow. Used together, the colours appear brighter.
Leaflet Aesthetics
Layout and Visual Aspects

- Text Size
- Headings
- Simple Font
- Lower Case
- Blank Space
- Images
- Colour Choice
- Use of Arrows
- Diagrams
- Avoid Chunks of Text

(Van Emden and Becker 2004, p.58)
Leaflet Planning
Plan your leaflet

Using the paper and pens provided start to plan your leaflet.

Consider the points covered during the session.

Pair and Share your leaflet with a peer and offer feedback to each other.

What works well?
What needs improving?
**Printed Dissemination**  
**Printed / Online**

**Printed**

Ensure that you print to the size outlined

Use high quality images – 300dpi

Allow time for the printing of your leaflet

**Online**

Allows you to reach a wider audience

Can be sued within an online portfolio

A wide range of sites to upload your poster to; personal blogs, Flickr, social media, SlideShare

https://www.slideshare.net/
References


