

# Effective Brochure Design

## – a course for Tourism Operators

This half-day course is aimed at tourism operators who have little or no experience of brochure production. It explains the principles behind creating high impact print to enhance a product.

The course explores the various stages of brochure production – planning, writing and illustrating a site.

Advice is given on writing styles and photo selection. And what should be included ... as well as what shouldn't be included.

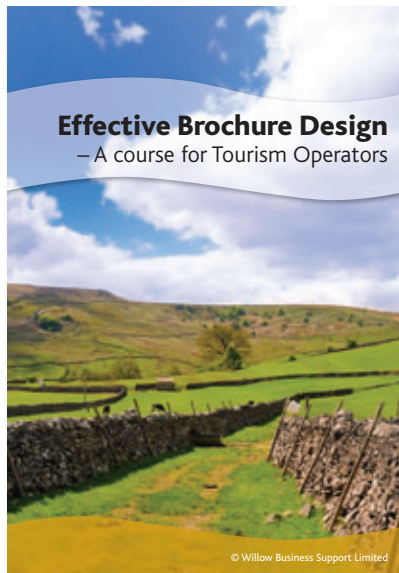
The course also considers print production and the most efficient print methods for a particular task.

We also look at alternative methods of delivering your information, which can sometimes offer a cheaper, greener alternative to traditional printed literature.

*Please note, this course does not teach you how to be a designer, photographer or printer. But it aims to equip you with the knowledge and skills to be able to brief these media professionals, and have an understanding of the processes involved in brochure production.*

### The course programme covers:

- Literature styles
- Where to begin and what to include
- Writing copy
- Selecting photographs and/or illustrations
- Finding a suitable designer
- Choosing a printer/buying print



### Course leader



This course is delivered by Steve Cowell, proprietor of SC&A editorial media and design.

Steve has been involved in editorial media production for 25 years. He started his career working for BBC television, before moving to newspapers, and was graphics editor for York's local paper prior to becoming national design editor for its newspaper group.

Steve has also taken photographs and written for newspaper titles – he was joint editor of Traveller's Guide – a holiday and travel supplement franchised across all of the newspaper group's titles.

Steve set up SC&A, his own editorial media and design consultancy, 15 years ago – during that time he ran training courses for the Editorial Centre in Sussex.

Steve has been deputy course leader of the Media Studies course at York College, and has recently lectured on the BA (Hons) Graphic Design Course and Foundation Degree Creative Digital Communications courses there.

*Whenever possible we run this half-day course in conjunction with our half-day 'Effective Website Design' course.*