

Travel Brochures and Posters



Travel Posters

A successful poster grabs the attention of the viewer. A simple, eye-catching layout means the message is easily understood at a glance.

Posters often have very little text.
(Usually just a slogan.)

They make use of colour to suit the mood.
(Often bright and vibrant.)



Travel Brochures

Brochures tend to include more information and pictures.

They often have multiple pages. Brochures can be constructed from an A4 sheet of paper, in a trifolded - concertina design.

The purpose of a travel brochure is to convince people to want to visit the country.

They often provide information about popular attractions, places to see, things to do.



Travel Posters and Brochures

Choose a country to research.

Find out what the main tourist attractions are. Why do people like to visit them?

Collect pictures or draw your own.

Make your own travel poster or brochure to promote the country.

Include:

- ☆ A main message: big, clear writing.
- ☆ A main picture to support the message.
- ☆ Other smaller messages and pictures.

