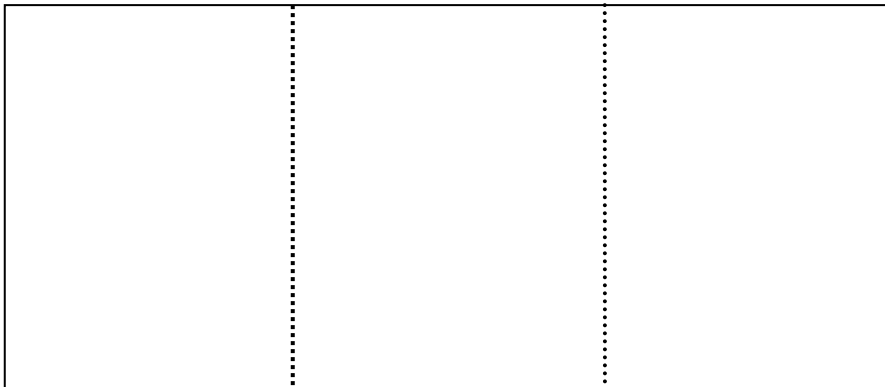# CREATING A PAMPHLET
FROM AN A4 SHEET OF PAPER

This exercise requires some thinking laterally and lots of pre-planning.

Fold your A4 sheet into three. This is a standard pamphlet size. It fits into an ordinary long envelope. It is easy to handle and it is about the most information people want in a pamphlet.

When you create your pamphlet you have six spaces in which to put information. – three on the front and three on the back. However, it is not simply a case of applying three column typing to the page and going ahead or even creating text boxes in each column and simply typing.

You have to think about those six spaces. On the front side (what becomes the inside) of the pamphlet you can apply three column typing or text box typing. You have to work out what is most important and put that in the first column, then put your less important information going through the columns to the fourth column of text. This is because people often only read the first part – maybe the cover and the inside first column, so you have to grab them really fast and get their attention.

On the back you have to think about creating a front cover and a back cover and these need special attention.
On the front (or inside of the pamphlet) the pattern goes like this -

MAJOR TEXT OF MAIN CONTENT	MINOR TEXT OF MINOR CONTENT	MINOR TEXT OF MINOR CONTENT

On the back the pattern goes like this as you look at your A4 sheet –

PAGE FOUR OF THE MINOR TEXT OF THE PAMPHLET	BACK PAGE INCLUDES SOURCE OF THE PAMPHLET AND PRINT DETAILS SUCH AS WHERE, WHEN, BY WHOM, DATE, CONTACT DETAILS	FRONT COVER OF PAMPHLET INCLUDES TITLE, PURPOSE, CONTENT, SOURCE, POSSIBLY AUDIENCE

ONE WAY TO PREPARE YOUR PAMPHLET - THREE COLUMN TEXT – DO YOU KNOW HOW TO USE IT? IT IS NOT EASY!

There are several steps to take.

1. **Go to FILE and to PAGE SET UP. Find the ORIENTATION section and choose LANDSCAPE. This will turn your paper from its usual up and down to across. Also, while here, change your margins to 1.50 cm all around. This will give you maximum space for writing but will allow the printer to still print properly for you.**
2. **To create the three columns go to FORMAT on your top TOOL BAR and in the pull down menu choose COLUMNS. Then choose THREE COLUMNS – this may be an automatic choice or you may need to choose three columns in the options provided.**
3. **Then choose APPLY TO WHOLE DOCUMENT on the same pull down menu.**
4. **Your work now becomes a little difficult and take this warning. Because of the way the computer is trying to think for you it will want you to type**

in column A first, then spill over into column B and then spill over into column C. This means that all your work will have to have been drafted first because you will want to deal with your major content in the first column (and possibly the second as well) and then deal with the other content in the other columns. You must have a very good idea of what you want to do BEFORE you begin this part. You may have major problems with spacing and placement if you are not familiar with three column work.

AN ALTERNATIVE – TEXT BOXES – CONTROLS YOUR INFORMATION SPREAD AND ALLOWS YOU TO CONTROL YOUR SPACE A LITTLE MORE. THIS IS THE METHOD WHICH HAS BEEN USED IN THIS SCAFFOLDING TASK ITSELF.

Again, there are several steps to take.

1. Go to FILE and to PAGE SET UP. Find the ORIENTATION section and choose LANDSCAPE. This will turn your paper from its usual up and down to across. Change all your margins to 1.5 cm to allow you maximum space for printing. If your printer will allow it you might be able to reduce the margins further – check first!

2. Now, using the INSERT menu on your top tool bar, choose TEXT BOOK, go to the space in your page and draw a text book to fill only one third of the space. Complete these steps for the other two boxes on the page. You can widen your drawing space by holding the mouse on the bold lines on the box and drawing them out to the margins. You can then click on your text boxes and grab the circles on the sides and bottoms to widen the text boxes. You can then type in the text boxes whatever you want to and you will only be able to type in that third of the page.

3. Repeat the process for the back of the A4 sheet.

SOME SPECIAL TIPS TO MAKE YOUR PAMPHLET WORK EFFECTIVELY

- Use the KISS method – keep it simple and straightforward. A pamphlet is meant to give just enough information to entice people to either want to know more or be persuaded to your point of view.

- Use interesting type FACES or WordArt but make sure that it is readable. On the other hand do not use such a mix of fonts that it detracts from what you are writing. Use WordArt for headings and different fonts for different parts of your content.

- Use bullet points, that way you do not have to write in sentences. Nothing is more boring in a pamphlet than lots of text. However, you must think about which points are most important and put them first.

- Use illustrations but only if they are relevant. Also, because you are going to publish this pamphlet, you can only use images which are copyright free. Just like books and text on the internet, images are also owned by someone and, if you use them, you must acknowledge who owns them. There are exceptions such as ClipArt attached to Word Programs, and ClipArt put out on the internet as "free" but, still be careful. It is always best, even when the material is stated as being "free" that you say where it came from – "the images used on this pamphlet have been sourced from 'Free ClipArt.com' ".

- On the back you must provide full printing details. Did you know that a copy of every pamphlet formally published in Australia for real purposes (advertising, promotions, publicising a company) is sent to the National Library for posterity? Therefore they have to have formal print and contact details on the back. This time you can make them up but they still have to be there. This should include a publication date (the year will do), copyright information (you, or if you are working in a group, you might make up a group company name) and a contact address as a minimum.

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