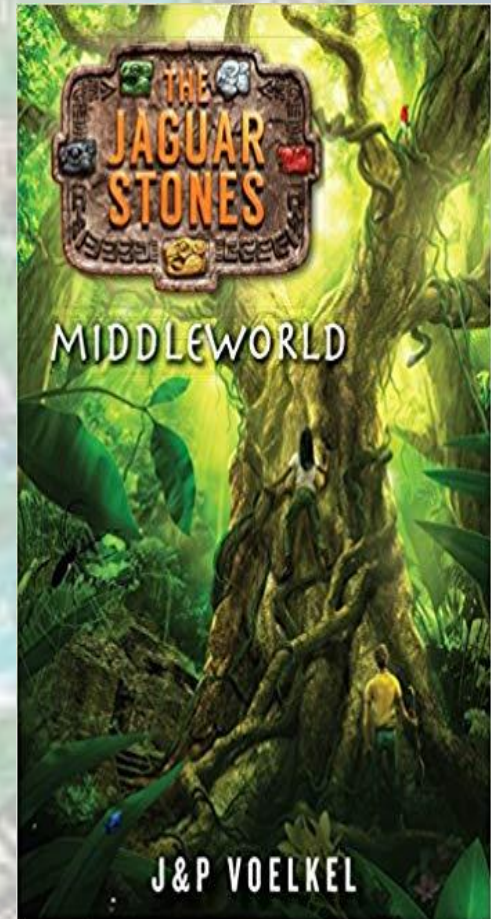


Middleworld

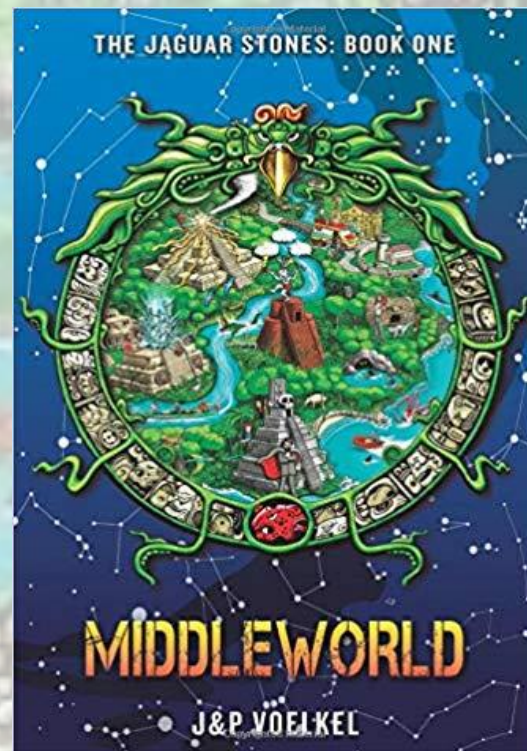


J&P VOELKEL



Monday - Reading

1. Read or listen to the text Chapter 15.
2. Write down any words that you are unsure of.





Quick quiz

- What does Hermanjilio tell Max about his parent's disappearance?
- In this chapter, Lola says, “Some people say that all archaeology is theft.” What do you think she means by this? Do you think that’s true?

Quick quiz - Answers



- He believes that Max's parents are in Xibalba, the Maya underworld. He thinks that the cenote became a gateway and now they are trapped there.
- Who do the artefacts that archaeologists find belong to? They were once special or sacred to those who owned them or who were buried with them. Are they for anyone to take or should they be left where they were found? Or should they be moved from where they belong, to be put in a museum for all to see?

What to consider:



#1 Brand Colours and Logo

Virgin adverts and promo gear is always red and Sainsbury's ads always have a hint of orange in them. They do this for one reason: it is how people recognise their brands.

Your leaflet should dovetail with your brand, using the same logo and colour palette, so think about your colour choices.

#2 Make it Different: The Purpose of the Leaflet

Every flyer has a purpose and in most cases, each purpose is different. The design of the flyer should meet these different purposes. What is going to make your leaflet stand out?

#3 Details, Details, Details

Most designers start out by making a list of the detail that **MUST** be included, followed by a separate list of details that **COULD** be included if there is space.

What do you **NEED** to include?

#4 Who is the Leaflet For?

Just as every leaflet has a purpose, every leaflet has an audience.

Put yourself in the shoes of your customers – what does this leaflet need to convey? Is the prime information obvious?

#5 Speak Directly to People

The content must relate to people. Use 'you' and 'your' throughout the leaflet. This personalises the content and shows people that you have them and their interests at heart.

#6 The Right Spacing

Written content should be at a minimum, with well-chosen and well-structured sentences, headings and sub-headings.

But it needs to be laid out well and this means the right spacing, and clever use of 'white' or empty space too.

#7 Eye-Catching, Useful Imagery

Images need to be appropriate, clear, relevant and of high-quality.

Remember, if everything on your leaflet is high contrast, nothing stands out.

#8 Choose a Title

Too much text, too many images all make for a chaotic leaflet, the message of which is not immediately obvious.

Choosing a title that immediately says what it is all about is simply essential.

#9 The Power of Persuasion

With great persuasive writing, your leaflet will deliver the message that it needs to.

What is it you want your target audience to do by the time they have read the leaflet?

#10 Call to Action

And that leads us nicely on to our final point: what is it that the customer needs to do now?

Is it contact you for more details, or do they need to buy the product today and online? Or do they need to come with the leaflet for a 20% discount by Thursday?

Task – Plan your leaflet

I have given you an example format to give you a rough idea of how a leaflet is organised and the London Zoo leaflet as an example, but do not use it today. In your English book or on the computer, you are going to begin to plan your leaflet by choosing your title, subheadings and images. You must have a catchy title and your chosen images saved or copied to your document ready. The rest is up to you. What will you include in the other sections? What is necessary and what is optional if you have room?

In preparation for tomorrow, you will need to decide whether you will create your leaflet by hand on paper, on Word or Publisher.

Once you have finished, if you have time, can you improve your subheadings? For example...

Instead of **'All about Chichen Itza'** you could write **'Chichen Itza – A brief History'**

Or Instead of **'Visitor Reviews'** you could write **'What our visitors say'**

You could even use some of the alliterative sentences we wrote before half term for your sub-headings too:
'Don't miss the Slithering Serpent steps'

Possible features to include:

- Title
- How to find Chichen Itza / Contact details
- Map - location
- Images
- Special offer or discount
- Where to find more information
- Visitor reviews
- Information about Chichen Itza - history
- Any special events
- What you will find there – best bits
- Visitor information

Here are some pictures we were kindly given from Lexie's parents from their visit to Coba ruins in Mexico. They were lucky enough to be able to climb it, which is no longer possible. It looks amazing and a site to Google if you get time. It gives you a slightly different perspective on what it is like to visit an ancient ruins.







