



## Travelwise Brochure

### Transactional writing

Suitable: Level 2,3,4

**WALT:** Create a brochure that has the following elements:

- a description of each type of transport used
- an illustration that supports the text
- a map/diagram of the local area

### Definition

A brochure is a small book or magazine that contains pictures and details about a place, a product or a service. It provides people with information about something.

### Activity

#### Brainstorm

List 3 different types of brochures you have seen before.  
Example: Travel, health brochure, sales

#### Create your own brochure

Brochures are a great way to advertise and promote things. Create your own Travelwise brochure promoting 3 different ways to travel to and from school in an active or sustainable way. You might consider a range of travel options such as; walking, cycling, scooting, skateboarding, roller blading, bus, train etc...

#### What to do: (alternatively try this on a computer)

1. Take a piece of paper or cardboard and fold it into thirds.
2. On the front create a title page.
3. Add the name of your school and the address.
4. Then choose your 3 travel options.
5. Create a section (space) for each one.
6. Add a title and picture to illustrate each.
7. Make it nice and colourful.
8. Write a description underneath to explain what type of travel it is and what the benefits (advantages) of travelling that way are.



#### Extension

Add extra pages including:

- a map or diagram of your local area.
- include some symbols that show parks, paths, crossings (e.g. zebra/kea, signalised lights) and walkways.

