

Introduction

- What is a Brochure
- Usage of a folded leaflet
- Elements of layout

Hierarchy of Information

- What is a hierarchy of information
- How to distinguish information
- How to separate information groups
- *Workshop: Separation of information of a document*

Folded leaflet

- Type of content
- Distribution
- Types of folded leaflet
- *Workshop: Creation of a folded leaflet (dummy)*

Manufacturing and design

- Format
- Layout
- The format and the amount of information
- The segmentation of information
- Visual Path
- Creation of a 3-dimensional object
- *Workshop: Design and research*
- *Workshop: Creation of a leaflet*