Your brief is to design a simple travel guide for the European city of your choice.

When you have chosen the city you will need to decide who the leaflet will be aimed at. What age group do you want to appeal to? How long will they be in the city? What are their interests? Are they likely to travel outside the city?

These decisions will inform your choices of colour scheme, layout and typefaces used.

When you have decided on your target audience you can list the information you will need to include and then start your research. Think about how to get there, transport in the city, where to stay & what to see e.g. clubs, restaurants, museums, galleries, parks, clubs, football stadia. What time of year is best to visit? Look at the weather for different times of the year.

You will have access to the Internet and a selection of ‘Rough Guides’. If you have visited the city you can also include your personal experiences.

Plan a rough guide first and discuss this with your tutors & peers.

When you are confident that you have all the relevant information & images and have chosen your colour scheme and fonts you can start your design using a DTP package (Serif Page Plus offers the most versatility).

Remember everything we have discussed about language of travel guides, information to include, layout, use of images, typography etc.