

Developing a Brochure for your Student Subunit:

Please see the attached Microsoft Word document. This is a brochure developed for the Student Subunit at Iowa State University. You are welcome to use this brochure as a template. The following are some tips for developing a brochure for your student subunit.

- We used Microsoft Word to create our brochure because it is readily available; however, attractive brochures can be created in many programs including Microsoft Publisher or PowerPoint, Adobe Photoshop or Illustrator, even in the open source office suite OpenOffice.org.
- For publication online we recommend converting your final digital document to a portable document file (pdf) for ease of viewing and downloading. This can be done using Adobe Acrobat or any number of open source programs including CutePDF.
- For our subunit brochure we chose a simple tri-fold design. We used a colored background, which when printed as a pdf has a white border outside the thin black line border. Alternatively, the brochure can be printed as a Word document on colored paper excluding the colored background.
- Our brochure outlines what the American Fisheries Society (AFS) is, what our subunit is, the activities our subunit is involved with, the benefits of being a member of the subunit, and the opportunities available to subunit members. Additionally, the brochure contains contact information for subunit officers, the subunit web address, and our subunit logo.
- Additional information which could be included in the brochure include a brief overview of the structure of AFS (e.g., Parent Society → Divisions → State Chapters → Student Subunits), information about the Education Section and the Student Subsection, and the time and place of regularly scheduled meetings.
- What you include in your subunit brochure is entirely up to you and your subunit and should be representative of the views and goals of your subunit. The brochure should have enough information to stand alone without explanation, but not have so much text that people are not willing to take the time to read it. Also, remember that students reading this brochure may not know anything about AFS; do not assume that a reader will know something because it seems obvious to you.
- Include plenty of pictures from your subunit events. If you are in need of pictures for your brochure please send a request to other subunits or the Subsection instead of pulling pictures off the internet which may violate copyright. For pictures which require a transparent background, such as the bullhead logo in the template, you need to save the image file as either a graphics interchange format (gif) or a portable network graphic (png). Be sure to note the resolution of the images you use; 72 dots per inch (dpi) is the default for displaying on the internet; whereas 300 dpi is recommended for printed material. You may want to create two brochures; one for printing and one for web display, to keep your file size low.

If you have any questions or need further assistance in developing a brochure for your subunit please contact the Student Subsection of the Education Section.