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### **Task 1c Evaluation of my Information Leaflet**

I was asked to produce an information leaflet for Bruges that was eye catching and informative.

I was given criteria of information to put onto my leaflet in order to fully inform our customers of what this particular holiday could offer them.

First of all I made sure that I put the company logo ( an aeroplane) into the header and footer so that it would appear on both pages of the leaflet. This is important as a logo is instantly recognisable as belonging to our company, thus creating a positive impression with the customers. I also included the company name Fly away travel on both pages to reinforce the company name in people's minds.

I decided to use a sky blue colour theme, to represent the freedom of the skies that is associated with getting away from it all and taking to the air.

The information that I included mainly came from a brochure on Bruges. I listed the main attractions and gave a brief description of each one

The currency information was quite straight forward and I used the little symbols to add colour and interest, as sometime, if people are faced with lots of figures and text they don't take them in.

I would have liked to have shown an image of each hotel to give the traveller feel for what the place was like, but the brief said to use only one image. So I made sure that I included a detailed description and star rating of each hotel.

If I could improve my leaflet, I would have made it into a book fold and included more images, because I feel seeing the place would help to sell the holiday more. Images make chunks of text easier to "digest" for the reader