

## Design a Leaflet - Task

Your mission is to design a leaflet for a charity called HOMES4ALL whose modus operandi is to help homeless teenagers.

The AUDIENCE for this leaflet consists of adults aged 18-60.

The PURPOSE of this leaflet is to persuade people to make donations so that the charity can pay to help homeless teenagers and get them off the streets.

### Things to think about:

- Colours - how will your colours reflect your ideas?
  - Font styles - what is appropriate?
- Images - how will you use images to persuade the reader? How will you raise emotions in the reader through your pictures?
- Language - how will you use your vocabulary to persuade the reader?
  - Charity logo - how will this show what the charity does?
- Information - what information will you give to the reader? Facts? Opinions? Stories?



Useful websites:

[www.google.co.uk](http://www.google.co.uk); [www.shelter.org.uk](http://www.shelter.org.uk); [www.barnados.org.uk](http://www.barnados.org.uk); [www.mungos.org](http://www.mungos.org)