

STEPS FOR DESIGNING AN INFORMATION BOOKLET

Step One – understanding the task:

- Read through the task description and the marking rubric.
- Underline the task words from the task description (e.g., describe, discuss, analyse).

The purpose of these task words is to direct you and help you identify how to address a question or task.

- Once you understand what the task is asking you to do, e.g., describe a particular concept, theory, or process, you can move to the next step.

Step Two – research and develop your ideas:

- An information booklet is written for a particular purpose and for a particular audience.
- Identify the target audience for your information booklet. Examples include student counsellors, members of a community, a particular group of people.
- Now that you have identified the task requirements and target audience, begin researching the relevant information to be included in your information booklet. With your research, use academic sources, such as your unit textbooks, readings, relevant journal articles or book chapters. As you would with other assignments, summarise and take notes from your research. Group your notes into themes. These themes can be used as headings / topics for inclusion in your information booklet.
- Once you have completed your research, write a statement summarising the themes/topics from your research and why you have chosen to include those themes/topics.
- Once you have drafted your statement, refine and build on it to function as the introduction / abstract in your information booklet. Keep checking this statement as you are drafting your information booklet to keep you on track.
- Once you have completed your research and drafted an overview statement, you can move to the next step.

Step Three – create your information booklet:

- The final stage in this process is to develop your information booklet.
- Using the information (gathered and researched in Step Two), reflect on how you can present the content in your booklet in a clear, concise way to your target audience in a MS Word document.
- Consider the layout and how you can use headings, paragraphs, dot points, graphics and images to convey your understandings.

- In an information booklet, you do not need to follow APA **formatting requirements** for the layout of the text as you do for an academic essay. However, **you do need to follow the APA citation rules for in-text references and a reference list** at the end of the information booklet for both text and graphics. *Note: Use APA 7th Edition.*

- After you have developed and proof-read your information booklet, follow the submission requirements as per the Unit Outline.

Additional notes and tips:

- It will be difficult to start constructing your information booklet without having a clear idea of what it will contain. Effectively researching your content as per Step Two will help you here.
- Sometimes it is easier to draft an outline of your booklet in either electronic or hard copy form before developing your information booklet. This way you can move elements such as information and images, so your message remains clear, concise and connected.
- Keep referring to the statement you drafted at the end of Step Two. This will help you ensure you contain only relevant information.
- Be mindful of the word limit as per the Unit Outline.
- View some examples before beginning. There are many information booklets on the web used by a wide variety of organisations to fulfil particular purposes and reach their target audiences. Here are some examples:

NOTE: Do not model your assessment off these examples alone; ensure you read and understand the assessment requirements as written in the Unit Outline.

Sample (online) information booklets:

[Workplace mental health: employee experiences - Sonder](#)

[5 Things You Should Know About Stress \(nih.gov\)](#)

[Taking Control of Your Mental Health: Tips for Talking With Your Health Care Provider \(nih.gov\)](#)

[The Teen Brain: 7 Things to Know \(nih.gov\)](#)

[Men and Depression \(nih.gov\)](#)