

Hi Class-

You did very well on this exam. The grades follow:

100%	69
94%	20
87%	9
80%	15
74%	5
67%	6
60%	2
54%	1

See you on Nov 13th--

Quiz # 4: Brochures  
(50 minutes)

Part 1

Context: You are creating an 8 1/2 x 11, in-house flyer for the ABC Children's Club to remind everyone of the annual picnic. It will be held on the grounds of the ABC Children's Club facility. You want to include graphics and encourage both children (ages 5-10) and parents to attend. The children will see the flyers before they give them to their parents.

1. You have room for one graphic. The graphic should be a:
  - a. map of the club facility
  - b. clip art image of a clown plying Frisbee
  - c. photo of children enjoying last year's picnic

The best choices are B and C. You wouldn't need a map of the facility because your target audience would already be familiar with it. B would appeal to children or C would appeal to the parents.

2. You are trying to place the graphic on the flyer in the location most useful to the children and adult readers. You should put it
  - a. on the back cover
  - b. on a separate page
  - c. above the event description

C is the best choice since it's associated most closely with the text. It's better to avoid flipping to the back, if possible, and a separate page could easily be lost.

3. You are selecting a type size and font for the **body** text. You choose
  - a. 14 point Times New Roman bold
  - b. 16 point Bookman or Schoolbook

c. 14 point Monaco

The best choice is B since young children will be reading the flyer and this font and type size would be most accessible. Note that some students also got credit for answers justifying other choices for this question.

Part 2

Context: You are creating an 8 1/2 x 11 flyer to advertise lifeguard classes at the local YMCA. The session will be held at the YMCA pool. You want to remind readers of the start and end times and the topics covered, and list the prerequisites for attending the course and getting lifeguard certification.

4. You are considering including one graphic in addition to the YMCA logo. You should
- add a schedule of sessions and topics
  - add a photo of the pool where participants will be tested for certification
  - not include an additional graphic because none is needed

The best choice is A since this information is specifically noted as necessary.

5. You are selecting a type font and size for the **body** text. You should use
- 14 point Times New Roman bold
  - 14 point Times New Roman
  - 14 point Monaco italics

The best choice is B. Bold and italics are hard to read in blocks of text in a body.

6. You are reminding people of what they should bring to the session (appropriate attire, notepad, etc.) You should provide this information in a
- bulleted list followed by very short paragraphs explaining the type of item needed and its purpose
  - numbered list
  - one paragraph that includes each item and explains why it is necessary

The best choice is A. Numbers are used to create hierarchy or chronology and you have neither here. The information would be more difficult to read in paragraph form.

Part 3

Context: You've been asked by student services to write a set of tips and instructions for incoming freshmen who must go through registration at a small college. This college has not yet entered the technological age and does not employ online registration, but requires the students to go from building to building and room to room to complete the process.

7. To be most useful to your audience and to make effective use of materials, the instructions should be packaged as a
- brochure with a map
  - single sheet of colored paper with printing on one side (including a map)
  - set of 5 stapled pages of material listing all the buildings on campus, their names and building numbers listed (but no map)

The best choices are A or B. If you can make a brochure simple enough to allow room for both a legible map and instructions, this would work well. A single sheet for a flyer would provide room for both. A set of pages would be bulky, take more room than needed, and would be a waste of money.

8. If you were limited to the following choices of graphics, you would choose a
- reproduction of a campus map without special markings on buildings
  - line drawing of a map with all buildings' locations, marked to note the buildings to be used
  - set of boxes, each with a line drawing of a route from your own department to each building

The best choice is B. A drawing with a map marked to note the specific buildings to be used would help students easily identify where they need to go. A reproduction of a campus map would not help them locate the specific buildings they need and a set of boxes with route lines marked would be visually cluttered and confusing. It would also not be helpful to mark the route from one department.

9. You would locate the graphic on
- the cover of a narrow 3-fold brochure
  - the reverse side of a one-page flyer
  - a separate sheet of paper, not attached to the instructions and tips pages

The best choice is B. A separate sheet of paper could be easily lost and would be harder to access. A narrow 3-fold brochure would not be big enough to depict a very useful map.

#### Part 4

Context: You are writing an advertising brochure for newly renovated lofts in the Intown Atlanta area. Your target audience consists of single, upwardly mobile young executives and couples without children. Your lofts are contemporary in design and you wish to highlight this point as a draw to your audience, who you expect to desire contemporary, minimalist design.

10. Which type font and size should you use for the brochure?
- a. 16 point Times bold
  - b. 14 point san serif Monaco font
  - c. 14 point Vivaldi fancy italic type

The best choice is B. Since your audience desires contemporary, minimalist design, a sans serif Monaco font is very appropriate.

11. Which type font, size, and color should you use for headings?
- a. 14 point Times bold
  - b. 14 point Monaco in an easily readable color
  - c. 14 point Times all in caps

The best choice is B. Headings set in a contemporary sans serif font in an easily readable color suits the needs of an audience who is interested in contemporary, minimalist design.

12. If you were limited to two graphics you would use (a)
- a. line drawing of the layout of a typical loft space and a photo of the exterior
  - b. photograph of the exterior of the building and of actors posing as residents sitting around the rooftop pool
  - c. line drawings of the layout each of the loft spaces available and a photo of the exterior

The best choices are A or C. B would not provide the kind of pertinent information that potential buyers would need, although it might work well in a 30 or 60 second TV ad to attract attention.

#### Part 5

Context: You are creating a flyer to make students aware of the activities of their new student government.

13. If you were limited to a single graphic you would choose (a)
- a. photos of the newly elected representatives
  - b. chart of proposed goals and dates for their expected accomplishment
  - c. graph depicting time the last student government spent on different student concerns compared to time the new student government expects to spend in each area

The best choice is B. Photos would not provide information that indicates what the student government representatives will be responsible for. C would provide information that would be of only minimal significance to most students. The proposed goals and completion dates, noted in B, give students information that they can use to look for results.

14. You provide contact information for representatives
- a. embedded in the body of the flyer in a section introducing and describing each representative
  - b. in a bulleted list of representatives' names and focus areas
  - c. by noting their availability on the student government website, for which you provide a URL

The best choice is B. It would be very difficult to read information that is imbedded within the body and an external website would require students to look outside the document for information. They might forget to look, lose the flyer and therefore the URL, and the flyer would not have done the job it was supposed to do in the first place.

15. The flyer should contain a
- a. date of publication
  - b. headings on both sides, explaining what it contains
  - c. both A and B

The best choice is C. Readers should know that the material is current and since a flyer or brochure has a 50/50 chance of falling to the back or front, a heading on each side, noting what it is, would be helpful.