

LCC 3400

Quiz # 5.1: Brochures

(50 minutes)

Part 1

Context: A flyer for an informal occasion. You are creating an 8 1/2 x 11, in-house flyer for your small computer company to remind everyone of the annual company picnic. You want to (1) tell them when, and where it will be held and (2) clarify that this is a company function and attendance while not required is certainly expected.

1. You have room for the map and one other graphic. Should this other graphic be:
 - a. an artist's rendition of the clubhouse
 - b. a clip art image of a clown plying Frisbee
 - c. a photo of employees enjoying last year's picnic

c is the correct answer

2. You are trying to place the map on the flyer in the location most useful to the readers. Should you put it:
 - a. to the right of the directions
 - b. to the left of the directions
 - c. above the directions

either a or b is correct

3. You are selecting a type size and font for the body text. Should you choose:
 - a. **14 point Times New Roman bold**
 - b. *16 point Palatino italics*
 - c. 14 point Monaco

c is the correct answer

Part 2

Context: a flyer for a formal occasion You are creating an 8 1/2 x 11 flyer for your bank's internal training session. The session will be held in the bank's training room. You want to remind readers of the start and end times, the topics covered, and the speakers. You want to explain who should attend and why.

4. You are considering including one graphic in addition to the bank's logo. Should you:
 - a. add a picture happy employees at last month's training session
 - b. add a flowchart showing how this training session fits into the annual training cycle
 - c. not include an additional graphic because none is needed

either b or c is correct

5. You are selecting a typefont and size for the headings text. Should you use:
 - a. **14 point Times New Roman bold**
 - b. *14 point Times New Roman italics*
 - c. 14 point Monaco underlined

a is the correct answer

6. You are reminding people of what they should bring to the session (portable PC, their copy of the bank's "Profiting from Diversity" manual, etc.) Should you provide this information in:

- a. a paragraph that includes each item and explains why it is necessary
- b. a numbered list
- c. a bulleted list

c is the correct answer

Part 3

Context: Your bank's parking garage will be closed for two weeks for a structural inspection, and the bank is providing a number of other parking accommodations in the area. You are writing a set of instructions telling people the location of these alternative parking accommodations and which people should use which lots.

7. To be most useful to your audience, should the instructions be packaged as:

- a. a brochure
- b. a single sheet with printing on one side
- c. a single sheet with printing on both sides

b is the correct answer

8. If you were limited to a single graphic, would it be:

- a. a reproduction of a city map with lot locations marked
- b. a line drawing of streets in the local area with lot locations marked
- c. a set of boxes, each with a line drawing of a route from a lot to your bank

a is preferable (clearer to reader) but b is also correct

9. Would you locate the graphic:

- a. to the right of the text
- b. on the reverse side of the sheet
- c. to the left of the text

either a or b is correct

Part 4

Context: addressing the needs of a specific audience. You are writing instructions to assist older users with the home use of their blood pressure testing equipment.

10. Which typefont and size should you use for the instructions themselves

- a. 14 point Times
- b. 16 point Times
- c. 14 point Courier

b is the correct answer

11. Which typefont and size should you use for warnings

- a. 16 point bold
- b. 14 point in all caps
- c. 18 point

c is the correct answer

12. If you were limited to two graphics, would you use:

a.

1 a line drawing of the pressure gauge with indications of safe, marginal, and dangerous readings

2. a line drawing of the blood pressure cuff and stethoscope properly secured on the user's arm

b.

1. a photograph of the equipment

2. a photograph of the user using the equipment

c.

1. a photograph of the user calling his or her doctor to report the blood pressure

2. a photograph of the of the pressure gauge with indications of safe, marginal, and dangerous readings

a is the correct answer

Part 5

Context: attracting an audience. You are creating a flyer calling a meeting of your condo association to respond to recent crimes on the property and in the local area.

13. If you were limited to a single graphic, would you choose:

a. a map of the property and local streets with recent crimes marked by type and date

b. a photograph of a mugging victim

c. a police artist's drawing of suspects

a is the correct answer

14. In describing the crimes would you create:

a. a series of center-justified paragraphs

b. a series of right-justified paragraphs

c. a series of left-justified paragraphs

c is the correct answer

15. Given this audience, would the most attractive content of the flyer be:

a. a list of crimes; a time, date, and place for the meeting; and the expected outcome of the meeting

b. the time, date, and place of the meeting; the list of speakers; and a request that all attend

c. a reminder that all members of the association have pledged to work together to respond to problems; a description of the problem; and the time, date, and place of the meeting to discuss it

a is the correct answer