

Hi Class-

Most students did very well on the Quiz 4. The grades broke down as follows:

100%	11
94%	19
91%	1
87%	16
84%	1
80%	25
77%	1
74%	17
67%	7
60%	2
54%	1
47%	1

As always, let me know if you have questions--

Note that many students provided justification for choices other than these below and credit was given where justification was reasonable.

Quiz # 4: Brochures  
(50 minutes)

Part 1

Context: You are creating an 8 1/2 x 11, in-house flyer for the Sunnydale retirement home to remind everyone of the annual picnic. It will be held at the clubhouse located next door to the retirement home. You want to include graphics and encourage everyone to attend.

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

The best choice is C. Since the clubhouse is right next door to the retirement home, residents will already know where it is. The photo of residents enjoying the picnic will help you reach your goal of encouraging them to attend.

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

The best choice is C. Your readers will be more likely to see the graphic above the event description than on the back cover. The graphic would not be well-integrated into the document if on a separate page and could be lost easily.

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

The best choice is B. Since elderly readers often have difficulty with their sight, 12 point Palatino would be easier for them to read. Note that there were several reasonable justifications of other choices for this question as well, and credit was given for good answers.

## Part 2

Context: You are creating an 8 1/2 x 11 flyer for your university's internal training session for students who plan to take extracurricular courses in First Aid. The session will be held at the student center in a special 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 university logo. You should
- add a chart indicating the students who have attended and the benefits of their participation
  - add a flowchart showing how this training session fits into the annual training cycle
  - not include an additional graphic because none is needed

The best answer is A. Since one of your goals is to explain who should attend and why, indicating who attended last year and the benefits they received will help you reach that goal. The flowchart would not be helpful for students who are interested in taking only this course.

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

The best choices are B or C. Bold used extensively, such as in large blocks of body text, is difficult to read because bolding makes the width of the letter strokes thick. Either Times New Roman or Monaco would be an appropriate font for this audience.

6. You are reminding people of what they should bring to the session (portable PC, their copy of the First Aid manual, etc.) You should provide this information in a:

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

The best choice is A. A bulleted list is much more easily readable than a series of paragraphs. Since there is no required chronology or hierarchy for the items that students would need to bring, bullets are more appropriate than numbers.

### Part 3

Context: Some of the classrooms in your department will be closed for two weeks for a structural inspection, so the university has rescheduled classes to be held in various other buildings around campus. You are writing a set of instructions telling people the location of these other classrooms.

7. To be most useful to your audience the instructions should be packaged as a
- a. brochure with a map
  - b. single sheet of colored paper with printing on one side
  - c. set of 5 stapled pages of material listing all the buildings on campus

Answers A or B are good choices for this question. A set of 5 stapled pages would not be as effective a choice because it would be bulky for students to carry, make a needless use of extra paper, and would be relatively expensive.

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

B is your best choice for this question. The reproduction of the campus map would not specify which buildings house the classrooms; the set of boxes with lines could lead to confusion since all the lines would overlap each other and the boxes would not clearly represent the actual shapes of buildings.

9. You would locate the graphic on
- a. the cover of a narrow 3-fold brochure
  - b. the reverse side of a one-page flyer
  - c. a separate sheet

The best answer for this question is B. A graphic would not show up clearly on a narrow brochure and a separate sheet could be easily lost. It is also preferable to integrate a graphic within a document to make it an actual part of the document as a whole.

#### Part 4

Context: You are writing instructions for home use of blood pressure testing equipment by elderly patients.

10. Which typefont and size should you use for the instructions themselves?
- 14 point Times bold
  - 16 point Times
  - 14 point Vivaldi fancy italic type

Your best choice for this question is B because blocks of bold or italics are difficult to read.

11. Which typefont, size, and color should you use for warnings?
- 14 point Times bold
  - 14 point Times in all caps
  - 14 point Times red

Your best choice for this question is C. Red highlights warnings by making the text stand out. Red is also a traditional color used for warnings and would be easily recognized as a color to highlight a warning. (Note that some students responded with adequate explanations for other answers as well.)

12. If you were limited to two graphics you would use a
- line drawing of the pressure gauge with indications of safe, marginal, and dangerous readings and a line drawing of the blood pressure cuff and stethoscope properly secured on the user's arm
  - photograph of the equipment with each item labeled and a photograph of the user using the equipment
  - photograph of the user calling his or her doctor to report the blood pressure and a photograph of the of the pressure gauge with indications of safe, marginal, and dangerous readings

The best choices are A and B. Depictions of the equipment with labels aiding a reader with use are always helpful. C would provide no useful information.

#### Part 5

Context: You are creating a flyer calling a meeting of students interested in joining a new intramural soccer league.

13. If you were limited to a single graphic you would choose a
- a. map of the campus showing the location of the recreation center and field
  - b. photograph of Pele, the soccer star
  - c. photograph of teammates playing soccer, laughing, and generally having a good time

The best answer is A. Students will need to know how to find the playing field. Note also that many students included good justifications for choosing C, earning them credit for this choice.

14. To note the league's organizational requirements you would include a
- a. bulleted list of requirements to enter a team and steps to take to join
  - b. bulleted list of requirements to enter a team and a numbered list of steps to take to join
  - c. history of other intramural leagues

The best answer is B. Since requirements are not chronological or hierarchical in nature, bullets can help highlight this information, while steps for joining are chronological, thus require numbers.

15. The flyer should contain a
- a. phone number for the campus recreation center
  - b. list of names of team members in other leagues
  - c. set of instructions for how to join and requirements for application

The best answer is C. The most important information for participation is noted in C. The recreation center phone number is already available in the campus phone book and lists of team members of other leagues is not directly helpful for a student wanting to join a league.