

What will I need to do for this assignment?

- Research a topic and keep track of sources you use.
- Analyze the characteristics of a brochure and apply those to your own writing.
- Consider the needs of a mildly interested audience.
- Generate content and graphics to create the brochure.
- Use appropriate language and correct conventions.
- Give credit to sources you use.
- Turn the completed brochure (in ink or computer generated) on time.

Sources Used

Spandel, Vicki. *Creating Writers Through 6-Trait Writing Assessment and Instruction* (3rd ed). New York: Addison Wesley Longman, 2001.

Writing Brochures



An Assignment for Strategic Writing



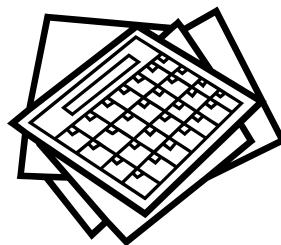
What does a brochure do?

As we discovered in class, a reader usually picks up a brochure because the cover indicates visually and with words what the content of the brochure contains. Thus, the audience is already somewhat interested. They want more information. That is what you will give them in the inside of the brochure.

Your topic needs to be developed around the four or five main questions or aspects an audience might want to know more about related to your topic. For each of those aspects or questions, you should provide a clear, concise answer. You don't have time for a lengthy response, simply one that is accurate, makes sense, and answers the questions.

Your content can be arranged in paragraphs, lists, graphs or charts, or a number of other choices together with graphics. The arrangement should lead the readers to find what they want to know quickly and easily.

The overall appearance of the brochure should be neat and appealing. The use of white space and graphics should appeal and guide the reader efficiently through the content.



When is everything due?

You've already asked other people to help you determine the main aspects or questions about your topic. Now we will conduct research about questions you have identified.

In class on _____, we will begin drafting. On _____, you will need to have 2 sketches of layout designs to get feedback on. Your first draft of the brochure is due _____, and the final, in ink or typed, is due _____.

How will I be graded?

Ideas (30) _____

- Content is researched, interesting, and informative.
- Ideas are presented in effective formats (at least two must be in paragraph format; the others can be in lists, graphs, charts, diagrams, etc.).

Organization (25) _____

- Ideas are arranged effectively to guide the reader efficiently through the information in the brochure
- Paragraphs are coherent, and lists use parallel structure

Word Choice (8) _____

- Precise words help the reader understand more about the topic.

Voice (7) _____

- Tone is informative and objective.

Conventions (10) _____

- Brochure is mostly free from errors in spelling and punctuation.
- Bibliography is correct.

Presentation (20) _____

- Overall presentation is neat and appealing, meets requirements.
- Presentation follows principles discovered from inquiry.

TOTAL (100) _____