

DEVELOP A PORTFOLIO

Organization Brochure Overview

GOAL: Develop a tri-fold brochure to be used as a promotional piece for a business organization to which you belong or would like to join.

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Create brochures (single or multiple pages). G8	CA4, 2.1		
Manage electronic files. A9	CA3, 1.8		
Set margins. B1	CA1, 2.1		
Create columns. B2	CA1, 2.1		
Set guttering. B3	CA1, 2.1		
Use text objects and associated features (e.g., word wrapping, drop caps, initial caps, sizing, color, linkage, frames). C3	CA1, 2.1	Create a tri-fold brochure (front and back) as a promotional piece for an organization to which you belong or one you would like to join. Future Leaders of America or Phi Beta Lambda, if you plan to attend college, would be good choices. If Phi Beta Lambda is used, you may want to invite someone from a university (the adviser, officers, and/or members) to come speak to your class. Or you may wish to visit your local university to interview the officers. The measurement for the brochures will be 8 ½ x 11 in landscape orientation. Decide the layout for the tri-fold brochure and determine what will appear on each panel. Use columns, appropriate margins, and guttering for effective width and layout. Adjust the paragraph attributes, tabs, and indentations considering the width of	Use the <i>Organizational Brochure</i> assessment to evaluate the tri-fold brochure (front and back). Evaluate the brochure for effective use of margins, guttering, columns, text, text objects and associated features, headlines, captions, paragraph attributes, tabs, and indents. Evaluate the appropriateness and appropriate use of graphics and images in the brochure, the accuracy of the brochure, placement of folds on the printed copy, and file management.
Adjust paragraphs attributes. C4	CA1, 2.1		
Apply tabs and indents in text blocks. C5	CA1, 2.1		
Compose headlines and captions. C7	CA1, 2.1		
Import graphics from various sources (e.g., software-specific library, other applications, Internet). E1	CA3, 2.7		

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Format document for selected printer. F3	CA5, 2.1	each panel and/or layout and the text objects. Compose headlines and captions, use appropriate graphics, and use images and emblems of the organization for emphasis. Format the document to be printed front and back on the selected printer. Proofread and correct all errors in the brochure, then print. Practice good file management.	
Proofread and correct errors. C8	CA1, 2.1		

Activity originally developed by Zinna Bland; adapted and used with her permission.