

Today you will be creating three flyers. Choose one of the #1s, and then complete #2 and #3.

1. Design and Create a Property Advertisement Flyer

As a part-time employee of Markum Realty, you have been assigned the task of preparing a flyer advertising lakefront property. The headline should read: Lakefront Lot. The first paragraph of text should read as follows: Build the house of your dreams or a weekend getaway on this beautiful lakeside property located on the north side of Lake Pleasant. Insert an appropriate photograph. Below the photograph, insert the following bullet items: first bullet – City sewer and water available; second bullet – Lot size 110X 300; third bullet – List price \$65,000. The last line should read: Call Markum Realty at 555-0995 for a tour! Use the concepts and techniques that we have learned thus far to create and format this flyer. Be sure to check spelling and grammar.

1. Design and Create a Flyer for the Sale of a Business

After 25 years, your Uncle Mitch has decided to sell his ice cream shop and wants you to help him create a sales flyer. The shop is in a choice location at the corner of 135th and Main Street and has an established customer base. The building has an adjacent, paved parking lot, as well as an outdoor seating area. He wants to sell the store and all its contents, including the equipment, tables, booths, and chairs. The 1200-square foot shop recently was appraised at \$200,000, and your uncle is willing to sell for cash or on contract. Use the concepts and techniques that we have learned thus far to create and format a sales flyer. Include a headline, descriptive body copy, a signature line, an appropriate photograph or clip art image, a bulleted list, a decorative underline, and if appropriate, a page border. Be sure to check spelling and grammar.

2. Design and Create a Flyer that Advertises You

Everyone has at least one skill, talent, or special capability, which if shared with others, can lead to opportunity for growth, experience, and personal reward. Perhaps you play a musical instrument. If so, you could offer lessons. Maybe you are a skilled carpenter or other tradesman who could advertise your services. If you speak a second language, you could offer tutoring. Budding athletes might harbor a desire to pass on their knowledge by coaching a youth sports team. You may have a special knack for singing, sewing, knitting, photography, typing, housecleaning, or pet care. Carefully consider your own personal capabilities, skills, and talents and then use the concepts and techniques that we have learned thus far to create and format a flyer advertising a service you can provide. Include headline, descriptive body copy, a signature line, an appropriate photograph or clip art image, a bulleted list, a decorative underline, and if appropriate, a page border. Be sure to check spelling and grammar in the flyer.

3. Create a Noticeable Flyer

Public locations, such as stores, schools, and libraries, have bulletin boards or windows for people to post flyers. Often if you walk downtown Lexington, or even Downtown Owingsville, you can find telephone poles that have at least one flyer on them. However, these bulletin boards, windows, or telephone poles often have so many flyers that some go unnoticed. Create a flyer that announces an event of your choice that would likely catch the attention of a passerby to one of these areas. Be sure to check spelling and grammar.

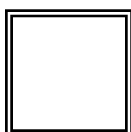
Flyer Scoring Guide

Name: _____

LAYOUT DESIGN (6 POINTS POSSIBLE)	
	Is your flyer easy to read? (2 points possible)
	Is all space used appropriately and effectively? (2 points possible)
	Do graphics or illustrations enhance your design? (2 points possible)
	TOTAL FOR LAYOUT DESIGN

Who, What, Why, When, Where (10 POINTS POSSIBLE)	
	Is “ <u>Who</u> is providing the entertainment for the event” shown? (2 points)
	Is “ <u>What</u> is happening at the event” shown? (2 points)
	Is “ <u>Why</u> the event is being given” shown and explained? (2 points)
	Is “ <u>When</u> the event will take place” shown? (2 points)
	Is “ <u>Where</u> the event will be held” shown? (2 points)
	TOTAL FOR FLYER INFORMATION

TIME AND COMMITMENT CONTENT (9 POINTS POSSIBLE)	
	Did student follow all directions and use time wisely? (3 points)
	Did student do the best work possible? Is it neatly done? (3 points)
	Did student turn work in on time? (3 points)
	TOTAL FOR TIME AND COMMITMENT



OVERALL SCORE

(25 X 3 = 75 points possible)

Comments:

*SCORING GUIDE
for each element:
2 = Awesome
1 = Needs Work
0 = Not Attempted*