



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 an interested audience.
- Generate content and graphics to create the brochure.
- Use appropriate language and correct spelling, punctuation and grammar.
- Give credit to sources you use (Works Cited on a separate fold of the

Works Cited

Read Write Think. Printing Press.
http://www.readwritethink.org/files/resources/interactives/Printing_Press/

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



**WRITING A
BROCHURE TO
SYNTHESIZE
INFORMATION
IN
NON-FICTION
TEXT**



What should be included in a brochure?

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. This makes the audience interested and wanting to know more information. That is what you will give them in the inside of the brochure.

Your topic needs to be developed around the supportive questions that you responded in your research. For each of those questions you should provide a clear, concise answer. You don't have time and space for a lengthy response. You need a response that is simple, accurate, makes sense, and answers the question.

Your content can be arranged in paragraphs, lists, bulleted points. You can include graphs, timelines, charts, images. 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.

How will I be graded?

Research (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 (20) _____

- Ideas are arranged effectively to guide the reader efficiently through the information in the brochure.

Presentation (20) _____

- Overall presentation is neat and appealing, meets requirements.
- Presentation follows the main idea of the research and responds to questions effectively.

Punctuation and Grammar (10) _____

- Brochure is mostly free of spelling and punctuation errors.

Bibliography (20) _____

- One fold (side) of the brochure contains the works cited.
- It includes citations for all the materials used during the research (print and online).