

Memorandum

To: English 589 students
From: Dr. Newmark
Subject: Guidelines for Brochure or Instructions Manual assignment

The purpose of this memorandum is to provide you with details for the Brochure or Instructions Manual assignment.

Assignment Overview

For this assignment, you will create either an informative tri-fold brochure or a brief instructions manual. The manual and the brochure both need to include visual images as well as informative text, incorporating the elements of effective technical communication in regard to appropriateness and clarity of images, simplicity and comprehensibility of text, and strength of document design strategies (font style and use of page space).

Assignment Guidelines

If you choose to create the **tri-panel brochure**, please see page 613 and following in your textbook. Please choose a subject, development, or device from your field of study that would be interesting to a general audience (your classmates and me). Discuss and display this subject, development, or device to your audience with the goal of informing them and introducing them to it. Your brochure will need to have three images and several “headed” sections. Think about how the different panels of a brochure work (the front is obviously like a “title page” but the other panels sometimes need to work alone *and* together). Find other tri-panel brochures at businesses or on campus and examine how they work. Along with your brochure, you will need to include a sheet of citations (indicating where your information came from and where your images came from; use the standard documentation style for your field on this citation sheet). Do not directly quote or copy any content from another source (other than images) – only thoroughly *paraphrase* text.

If you choose to create an **instructions manual**, please see page 558 and following in your textbook. Please choose a specific task to describe that your classmates and I can actually perform (making a paper airplane, creating some kind of document or image on the computer, etc.). Create a graphically interesting manual (*not just* a one-page piece of paper with a numbered list) that is comprised of a few pages and emulates what instructions manuals included with products look like. You may use the computer to draft your manual or hand-draw the images if you can’t create them digitally. Your manual will need to include easy-to-follow steps, divided and organized sensibly and effectively. For graphics, if you are using some that you did not create, include the URL in small font below the image. Be sure that your document is easy-to-follow and uncluttered, pays attention to the safety of the prospective user, and includes an appropriate number of steps. You will find the checklist in your textbook on page 574 *very helpful* as you work on and complete this assignment. Be sure to include appropriate introductory and warning information and trouble-shooting tips.

For both choices, and as always, be sure to abide by the grammar, style, and document structure expectations I have established in the class thus far.

Grading Criteria

Your brochure or instructions manual must:

- identify main ideas and key points of the subject
- be unified, coherent, and logical

- contain a minimum of three appropriate visual images
- maintain a balance between visual and written material
- have panels or pages that work well together
- present the material in an eye-appealing manner
- appropriately paraphrase or summarize sources (for brochure)
- contain few, if any, major errors
- include a reference page (for brochure; citations under images for instructions)
(criteria adapted from a list on <http://isucomm.iastate.edu/brochureassignment>)

Due Dates

Please bring a copy of your brochure or instructions manual to class on **Friday, February 26th**, for peer review. Your final draft is due on **Monday, March 1st**.