

Name: \_\_\_\_\_ Date: \_\_\_\_\_

# Go Public! Brochure Guidelines and Grading

## Assignment

Create a brochure, marketing your design to aid a person who is color blind to distinguish colors, including informative information about how we are able to see colors, based on what we have discussed in class.

Make sure you answer these questions:

1. What is your design?
2. How will it work?
3. How do the properties of light and the structure of the human eyes allow us to see color?
4. What causes color blindness?

## Tri-Fold Brochure Specifics

Make the brochure using ordinary copier paper (8 ½ by 11-inches), folded to make three sections (called “a tri-fold brochure”).

Make sure the brochure includes the following:

- Outer top page: Make this the title page. Be creative; make up your own device and manufacturing company names, including graphics and drawings relating to the topic.
- On the first page you open up, to catch the reader’s attention, provide an illustration of your design.
- On the inner panels, provide information that answers the questions above.
- On the center back panel, provide your name, class period and due date, as well as a list of your sources.

## Brochure Evaluation

The brochure will be evaluated by the following criteria:

1. Technical Content = 50%
  - a. A drawing and description of your design is included
  - b. Information is included on both the structure of the eye and light
  - c. Information is correct and accurate
  - d. All panels are relevant to topic
  - e. Sources are included
2. Organization and Appearance = 50%
  - a. The information is organized in a logical way – it flows
  - b. All spelling and grammar are correct
  - c. It is visually appealing: color is used, it is neat