

# Microsoft Word 2007

## Assignment #1

### Student Choice Assignment—Business Flyer or Brochure

**Standard: 8.CT.2.1—Students use technology to enhance learning, extend capability, and promote creativity**

#### **Directions:**

You have been given the task by your boss to create a flyer or brochure to handout to new customers at a local social gathering. The intent of the brochures/flyer is to inform people of a new business that has just gotten started. Since you have more computer knowledge than your boss, you are given the task of creating one. It is really important to get this business off the ground and get people interested in using you as a client. The business you choose to do this flyer/brochure on is your choice. Use a template from the Microsoft Word 2007 program and modify it to fit the business you are promoting. Here are a few things you will need to make sure you include:

#### **Brochure Elements Required:**

- Name of the business
- Full Address and directions to the new business
- Phone number of business
- Hours of business and days that you are open
- What services does this business provide?
- Explain to customers why they should choose you over others that offer the same service

#### **Word Elements Required:**

- Changes somewhere to one or more of the following:
  - Font, Font Size, Font Color
  - Bold, Italics, Underline
  - Bullets or Numbering
  - Left Align, Center, Right Align
  - Change Spacing
  - Insert a Picture or Clip Art
  - Insert a Table
  - Insert Word Art

#### **Couple of additional hints:**

- Get samples from the web of other businesses
- Pick up a flyer or brochure from a business or look in the racks near restaurants
- Find things that will grab people's attention. Consider having a coupon or discount on the flyer so that people will come to your business
- MAKE IT FUN, MAKE IT FANTASTIC, AND BE CREATIVE

**NOTE: This assignment will be graded for completion. The items above are the requirements, but if asked to change something, please take the advice and make the changes as needed. If you disagree, explain why you feel the way you do.**