

Brochure You Can Do It!

Pair up with a classmate to create a company that offers a new, totally imaginary product or service that answer the following question:

What does every college student need that they don't already have?

Let your imagination go wild! (Within reason!)

Using the [brochure-making capabilities](#) of your word processor, or one of the many brochure templates found online, create an attractive, informative, and dynamic brochure using the AIDA model and the three rhetorical techniques.

Follow the model on p. 242 for a 6-panel as a guide.

Scoring:

PANEL 1 grabs *attention* and has:

- Company logo
- Striking graphic
- Company name
- Slogan
- City
- Exactly what the company is offering

1 2 3 4 5 = _____/5

PANEL 2 creates *interest* using:

- Concrete and specific details about your product or service
- Dynamic layout and graphics

1 2 3 4 5 = _____/5

PANEL 3 builds on *interest* using:

- More details about your product or service
- Includes price

1 2 3 4 5 = _____/5

PANEL 4 builds on *interest/creates desire* by:

- Conveying the customer how good they will feel using your product/service
- The benefits, addressing any possible objections

1 2 3 4 5 = _____/5

PANEL 5 creates *desire* using:

- Testimonials from customers
- Biography of company founder(s)
- Mission statement

1 2 3 4 5 = _____/5

PANEL 6 is a call to action providing:

- Contact details
- Map (if appropriate)
- Coupons or special offers

1 2 3 4 5 = _____/5

The brochure is carefully made:

- Pleasing to the eye
- Logically conceived
- Free of grammar/spelling errors

1 2 3 4 5 = _____/5

Each member of the team has their own BROCHURE page with:

- An outline, ideas, and drawings (if appropriate)
- Progress report
- 2 Reflection journals (taken from journals as we go)
- Pictures of your collaboration (can be separately, screen shots from Zoom sessions, etc.)
- Final brochure product

1 2 3 4 5 = _____/5 X 3= _____/15

ALL TOLD: _____/50