**ATC Brochure Project**

**Due: Tuesday, September 30, 2014**

Ms. Lumley has given our class in important task: she has asked us to update the ATC brochure to reflect changes at the school. This is also a good opportunity to re-envision the brochure and redesign it based on some basic marketing and design principles we will be learning.

**Task #1—Look at current ATC brochure and answer the following questions:**

1. **Front of Brochure**

Is it inviting? Clear? Easy to read? Engaging? Explain.

If you were a potential parent, would it make you want to open it up and read more? Why or why not? Explain.

What do you think of the background colors? How else could we incorporate our school colors into this brochure?

What do you think of the photo on the front? Does it capture the ATC spirit? If not, what would be better?

What do you think of the text at the bottom of the brochure? Does it capture the ATC spirit? Could it be re-written to be more engaging? If so, what would you write?

1. **Inside of Brochure**

What do you think of the photos? What seems to be missing? What other aspects of the school could be represented in the photos? Should the brochure include students in action?

Read all the text carefully. What is strong? What could be improved?

Are there any other school activities or aspects of the school that could be emphasized?

What do you think about the black borders around the text?

1. **Back of Brochure**

Read the sections about “Academic Rigor,” “Supportive Environment,” and “Classics and Technology.” What else could be emphasized in those sections? How can we be more specific?

Is the map clear? If not, how can it be improved?

1. **Overall**

Is the information catchy and engaging? Do you think parents and students are inspired to learn more about the school after seeing the brochure? Explain why or why not.

**Task #2—Take Brochure Photos**

Take photographs of students in action on campus or at school-related events off campus. Try to get some close-ups (one person), small group (3-5 students), and large group (a whole class) shots, as well as some posed and candid shots. These will potentially be used in the final brochure, so you must use a digital camera for high quality images. Consider the following types of photos:

* Students competing at athletic events
* Students working actively in class (doing a science lab, playing marimba, in an English discussion, in art class, etc.) \*Please ask teacher’s permission before shooting students during class time!
* Students hanging out at lunchtime
* Students at the labyrinth, in the ramada, or other beautiful areas on campus
* Students at a club meeting

**Task #3—Create a brochure for ATC**

Use Microsoft Publisher and be sure to include the following requirements:

1. Name of school and “A College Preparatory School Cultivating Fearless Leaders” somewhere on front.
2. 3 photos total.
3. Our school logo somewhere on the brochure.
4. A background color scheme.
5. Borders around photos and text boxes. DO NOT choose the same border as you see in the current brochure. Consider using drop shadows, glow borders, etc.
6. Text boxes that list the following. Please note you can re-write sections that you feel could be more clear:

-Awards and Recognitions
-Extracurricular Activities
-Electives
-College Preparatory Curriculum (description of College Crew)
-AP Classes
-Academic Rigor (what else can we say here that speaks to the rigor at ATC?)
-Supportive Environment (what else can we say here that speaks to the supportive environment at ATC?)
-Classics and Technology (what else can we say here that speaks to how we incorporate technology at ATC?)

4. A section titled “Contact Us” that includes our address, phone and fax numbers, website, map.

5. Deadline for lottery applications.

**Task #4—Upload Brochure to MAYB folder under “ATC Final Brochures” by September 30, 2014**

**Task #5—Participate in a class critique so we can choose our favorite elements from each brochure**

**Task #6—Create the final brochure with your classmates. More details to come later.**