

Tennessee TSA
2004 State Conference
Desktop Publishing Problem

Time Limit

Each individual will be allowed a maximum of 2½ hours for the design of their solution.

Problem

The Adult Literacy Foundation has hired you as their graphic designer. This Foundation's goal is to teach illiterate adults how to read. Your job as the graphic designer on staff is to create a trifold brochure promoting the upcoming 2 day "Learn to Read" workshop. Your brochure should appeal to illiterate adults.

Materials

Participants must supply their own 8½" X 11" blank paper.

Tools

Participants must supply their own computer workstation, color printer, power strip, 50' grounded extension cord, and software.

Requirements

Your promotional brochure must include:

- § Specifics about workshop
 - § Date
 - § Activities
 - § Location
 - § Contact person and phone number
 - § How to register
- § Organization information
 - § Name
 - § Logo
 - § Location
 - § Phone number
 - § URL for website
- § Rationale for attendance
- § Benefits for attending

Additional Information

Clip Art may be used in the publication.

All on-site work is developed and printed in color.

The on-site problem is used to determine 50% of the participant's score.