

# Georgia Future Business Leaders of America

## 2013 March of Dimes Poster / Brochure Assignment

### Guidelines

You will develop a bulletin board/poster and brochure promoting our local FBLA chapter and Georgia FBLA for this assignment. You may work with **one** partner or alone.

**This assignment is due October 31st.**

### Copyright Guidelines

Computer-generated type and public domain computer clip-art / pictures may be used. If copyrighted material is used, separate written permission must be included. Failure to follow this procedure results in a grade of 0.

Only public domain photographs or photographs owned by the chapter may be used in the poster / brochure. There are some photos of prior FBLA activities that will be available on the J drive in a folder named FBLA.

Brochures may not be duplications of the content contained in already existing brochures designed by Georgia FBLA or FBLA-PBL.

However, facts, logos, and themes may be used from these brochures without acquiring specific written permission.

It is the policy of Georgia FBLA to comply with state and federal copyright laws. Please refer to the FBLA-PBL Format Guide as a reference on copyright information. All copyright information must be included on a separate document with the assignment.

### Required Elements of the Poster / Brochure:

The poster / brochure must include the Georgia FBLA flag logo.

### Required Elements of the Brochure:

. Must be no larger than an 8 ½" x 11" sheet of paper. Brochure may be double-sided.

. Brochure should be computer generated and also in color.

. The following features **MUST** appear on your brochure:

- Georgia FBLA Flag Logo
- An area on the brochure where your advisers may write in local contact information

### Required Elements of the Poster:

**Poster must be on provided construction paper**

# March of Dimes poster / brochure Design Rubric Sheet

## **Follows Directions**

**25**

- Usability of March of Dimes poster / brochure
- Items effectively meet goals of the project
- Items are appropriate, address appropriate audience, and show a good grasp of the concept
- Presentation is clear and concise; proper use of grammar, spelling, punctuation, etc.

## **Effective application of graphics and pictures**

**25**

- Layout of March of Dimes poster / brochure
- Design is creative and useful and appealing
- Selection and effective use of graphic(s) / drawings - poster

## **Design and Technical Features of poster / brochure**

**25**

- Appropriate font selection (i.e., size, font type, mix, leading) / legibility - poster
- Effective text treatment (i.e., paragraph indents, bullets, hanging indents, alignment, text wrapping) if applicable / legibility - poster
- Effective application of a special effect(s), which may include but is not limited to screens, borders, if applicable

## **Overall Effort**

**25**

- Comprehensive approach to the project
- Information effectively synthesized
- Effective use of technology and artistry for the task
- Final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea

## **Final Score**