

Business Report

1.0 Terms Of reference

I have been asked to compile a report about the flyers that I researched. The report must be submitted to Mr. Whitehead for their perusal by 24th January 2002.

2.0 Procedures

In order to compile the report, I had to carry out the following tasks during my research:

2.1 I used my notes on style to find out about how the documents attract attention. (fig. 1.3)

2.2 I logged on to the Internet to research on layout and I focused on fonts to see how they helped the flyer set out the facts clearly. (fig. 1.3)

2.3 I used the Thomas Telford web site to give me information on the types of information that was used in the flyers. I concentrated on the text used in the documents. (fig 1 and 1.1 and 1.2)

2.4 I used the Thomas Telford web site to research on the presentation used. I focused on the graphics and colours in the flyers I researched. (fig. 1.4)

2.5 I used my notes on the standards used and I concentrated on the safety of the flyer and if it could be easily tampered with to promote a pirate product.

3.0 Findings

3.1 Layout

The layout was used for the research of the fonts used in the documents. Different fonts can attract attention, whether it is bold, italic or underlined.

3.2 Style

The style of the documents is important. Different styles on the flyers can attract attention in many ways; the colours on the background of the flyer can help in attracting the reader. Line

spacing is important, the more spacious the text, the more easier it is to read therefore the reader can take it in.

3.3 Types of Information

The type of information the flyer presents helps. If the information is easy to decipher, more readers will respond to the flyer. If there is a contact number or address, the reader will know that the company is reliable and that the information is real.

3.4 Presentation

Presentation is probably the most important part of the flyer. The graphics can attract the attention but too much can put off the reader and make them confused. The graphics include different colours and different fonts. These help the flyer attract attention significantly.

3.5 Standards

The standards and the rules that are applied to the flyer are also very important. The name of the company should always be on the document and a contact number and address is also important. This shows that there is a real company behind the flyer.

4.0 Conclusion

I have now compiled a report to hand in to Mr Whitehead on the 24th January 2002. This report includes information on the different types of techniques used to create a successful flyer. These techniques include fonts, line spacing, graphics and text.

5.0 Recommendations

The best layout feature is the fonts. They are the best way to attract attention. They can be bold, italic, underlined and can be anywhere on the flyer despite the size. The font is the main focus point of the flyer. I think this is so because the text can be used in as many fonts imaginable, which attracts attention, some more than others.

The best feature of the style list is how you have to find out how to attract the attention with the reader. It is a difficult job to do so; you have to use a wide range of graphics, text, fonts, point sizes and so on. If you attract the attention of the public then that's the job done. Its their decision whether to act on the flyer or not.

The best feature of the types of information list is the text. This gets the message across and can be backed up by tables or numbers. Without text, the reader would not know what the flyer was presenting. Too much text does spoil the flyer though because it would be too confusing for the reader if there was a pile of text with no spaces in between or with no pictures or numbers to help.

The best presentation is the graphics. Like text, too many graphics spoil the document. Graphics help attract attention by jumping out at the reader. Many of the flyers that have caught my attention have colourful graphics.

The standards of the flyer are also very important. If the flyer was advertising a product that a reader bought and it broke, the reader would want a contact number or an address so they can replace it or fix it. The address or number included on the flyer will let the reader know that the company is reliable and there if something goes wrong.

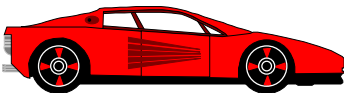
Appendices

Look! Look!! Look!!! Fig. 1

Look! Look! Look! Fig. 1.1

Look! Look! Look! L66K! Look! Look! Fig. 1.2

Brand New Car Only 9995!!!! Call 01270



Brand New Car 9995!!! Call 01270

..... Now!!! Fig 1.3



Buy this house now!!!

BUY THIS HOUSE

NOW!!!!

Fig. 1.4

Bibliography

For this report, I used this web site to help me. It gave me ideas on the report and information for it.

Thomas Telford School Online www.gnvqict.co.uk

¹