

HW-Word-M01

In the Lab

Design and implement a solution using creative thinking and problem-solving skills.

Design and Create a Flyer for the National Park Service


Note: To complete this assignment, you will be required to use the Data Files. Please contact your instructor for information about accessing the Data Files.

Problem: As assistant director for the parks and recreation department of Rolling Falls National Park, you create flyers for the park's information boards that are placed in key park locations for public viewing. At a recent staff meeting, it was decided the information board should contain a flyer that lists tips about how the public can safely hike trails in the park.

Perform the following tasks:

Part 1: The flyer should contain a digital picture appropriately resized; the Data Files contain a picture of hikers called Support_WD_1_ParkHikers.jpg, or you can use your own digital picture if it is appropriate for the topic of the flyer. The flyer should contain the headline, Hiking Safely, and this signature line: In case of emergency, call the park ranger at 214-555-0105. The body copy consists of the two lists, the contents of which can appear in any order: a before your hike checklist and during the hike tips. Following is the 'before your hike checklist': Pack plenty of food, water, and supplies. Bring a fully charged cell phone with backup battery, a battery-powered GPS, and two-way radios for all members of the hiking party. Bring binoculars or a telephoto camera lens to view wildlife from a safe distance. Check weather conditions and dress appropriately. Tell others when you plan to leave and which trail(s) at Rolling Falls National Park that you will be hiking. Following is the 'during the hike tips': Do not litter. Stay on official park trails and follow all park signs. Make noise while hiking. Do not approach, feed, or touch wildlife. Keep a distance of 100 feet between you and larger wildlife and a distance of 50 feet from smaller wildlife. Stay alert and watch your surroundings.

Use the concepts and techniques presented in this module to create a new blank document and format this flyer. Be sure to check spelling and grammar, accepting and ignoring suggested spelling and grammar changes as appropriate. When finished, save the flyer with the file name SC_WD_1_SafeHikingFlyer. Submit your assignment and answers to the Part 2 critical thinking questions in the format specified by your instructor.

Part 2:  You made several decisions while creating the flyer in this assignment: where to place text, which margin settings and document themes to use, how to format the text (i.e., font, font size, paragraph alignment, bulleted paragraphs, numbered paragraphs, underlines, italics, bold, color, etc.), which picture to use, where to position the picture, how to format the picture, and which page enhancements to add (i.e., theme colors, borders, and spacing before/after paragraphs, etc.). What was the rationale behind each of these decisions? When you proofread the document, what further revisions did you make and why?