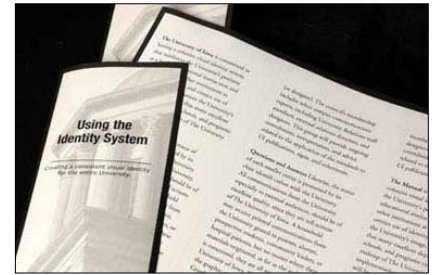


Planning 10

Designing a Brochure for Post-secondary Education and Training



Where will you be in September of 20xx? School? Traveling? Working?
Combination of all three of them?

If school is what you are considering, there are many options to choose from. BC offers a large number of private and public post-secondary choices.

Do you know what career you would like to pursue? Do you know what post-secondary institution offers the education needed to do that career choice? Do you have the qualifications to get into that institution?

There are so many questions that need to be answered. Thus, it is imperative to do the research.

You have done lots of research on careers, post-secondary institutions, job/career skills and attributes, labour sectors, and future prospectives. Now you are going to tie all those ideas together in a legal-sized, two-fold **brochure** that advertises your career and a post-secondary institution offering the course(s).

Task #1: Picking a Career

Pick a career that you would like to investigate, ideally one that has been identified in one of the previous exercises with your planning 10 teacher or with your career resource room person.

Task #2: Finding a Post-secondary Institution

Find a **Canadian** institution that offers education in that field. Here is a website that offers links to almost all the post-secondary institutions that you will need to consider: <http://www.uwaterloo.ca/canu/>

Task #3: Gathering Post-secondary Information

Find the following information (some will be text and some may be images) about your institution:

Full Name

Contact information: full mailing address of main campus, phone, fax and email

Listing of satellite campuses (just list the cities)

Website

Motto (this is the slogan of the institution... sometimes it is in Latin)

Logo of the post-secondary institution

Picture of the campus or main buildings

Number of students, on average, enrolled at the institution

Entrance requirements and prerequisites

Deadlines for application

Cost of the actual program (Tuition fees)

Student services available

Housing (residence) available to students

Cost of living on campus (per semester? per year?)

Limitations on program enrolment

Length of training (add all programs together if you need more than 1)

Exit qualifications and credentials (e.g., certificate, diploma, bachelor degree, apprenticeship, journeyman...)

Further education available (ex. a general practitioner (doctor) wants to specialize in pediatrics)

Future employment prospects and/or industry trends

Skills and attributes of people in that career field

Average annual salary or hourly wage, in Canada, for that occupation

Any other information relative to the program and/or post-secondary institution

Task #4: Constructing the Brochure

You have collected lots of information that you now need to summarize into a brochure that someone could use/follow to become the occupation that you chose. That is, you could hand someone your brochure on “Welding” or “Orthodontist” or “Legal Secretary” and it would have all the information in that one document.

In Word, use “**file > page setup**” and change paper size to be “**legal**” and orientation to “**landscape**”. This will set it for larger paper and make it rotate sideways. You are going to then think about folding it over twice (a two-fold brochure), so you end up with 6 panels... 3 on the front and 3 on the back. If you still cannot visualize this, find a real brochure, as there are lots around your school.

Here is what will appear on each panel:

Very front panel:

Your chosen **occupation**, **picture(s) of that occupation**, a picture showing the **institution’s setting**, the full **name of the institution**, and a **catchy phrase** that makes the occupation sound enticing.

Inside panel (once you open up the front panel):

The **skills** and **attributes** that one would need to be good at that occupation, **future job perspectives**, and **salary/wage information**.

3 Full inside panels (as if you opened up the whole brochure):

All the information that you gathered about the institution, with respect to, fully completing the educational program. This includes all the entrance requirements, housing, costs, length of program, deadlines, student services... and all the other necessary information that you collected. Do not simply cut and paste – you will need to edit lots of the information out, as you will have too much. Use point-form type sentences to get your ideas across.

Back panel:

Full **name of institution** (and satellite city campuses), **all contact information** (address, phone, fax and email), **logo**, **motto**, **website** address, and a **picture(s)** of the campus. **Your name** (and electronic **picture?**), as the President, of the institution.

Helpful Hints

Get a legal-sized piece of paper and sketch in where you want to put in your information. Divide the inside 3 panels into columns and decide what columns headings you want to use. Decide what goes where and how large things need to be.

When you are in Word, turn on the drawing toolbar (“View > Toolbars > Drawing”) and use the Text Box tool to insert all your writing... it is way easier than trying to type it in regularly and use tabs. You can use lots of AutoShapes, colours, and other features to make things look more interesting.

Insert small images, on the inside 3 panels, to break up all the writing. Images from the actual institution’s website are the best. Your written will be the content that will be marked the hardest – the images simply make it nicer to read.

Don’t forget to use the information that you have already collected from all the other assignments you have done in Planning 10. Not only does the internet have lots of great information, but so does your career resource room.

Have some fun with the project too... it is meant to be information, but also for you to show off some creativity.

