

Flyer Focus

Analyze how placement, size, and order guide readers.

ELA.5.C.5.1 “Arrange multimedia elements to create emphasis in oral or written tasks.”

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Underline the two largest attention-getting elements. Circle the element that gives the event time and supplies, then draw a box around the element readers can scan for extra details.

A Creek Cleanup Flyer

- ① To invite students to a creek cleanup, Maya designs a one-page digital flyer. At the top, she places the bold headline, “Keep Pine Creek Clear,” above a wide photo of students lifting litter with gloves. The headline tells the purpose quickly. The photo adds feeling and shows that children can help. Maya chooses a bright blue background so the white headline is easy to notice.
- ② Below the photo, Maya puts a small map that marks Pine Creek Park and the meeting entrance. Next to the map, a short fact box says, “One plastic bottle can remain for hundreds of years.” The map gives useful location information, while the fact makes the problem seem important. Maya keeps both items smaller than the headline and photo, so they support the main message instead of competing with it.
- ③ At the bottom, Maya adds a green box with the words, “Saturday, 9:00 a.m., bring water and gloves.” She places a QR code directly under that box for families who want directions and details. The green box gives the key action information before the QR code offers extra information. This arrangement helps readers notice the event first, then choose whether to scan.

2 ANSWER WITH EVIDENCE _____ Use the passage

1 Which two flyer elements are meant to catch a reader's attention first? Explain how Maya emphasizes them.

2 Why does Maya keep the map and fact box smaller than the headline and photo?

3 What information does the green box give readers before they see the QR code?

4 How does placing the QR code directly under the green box help readers?

3 YOUR TURN _____ Your own words

Plan a one-page flyer for a school book swap. Include a headline, a photo or drawing, one detail box, and a QR code. State where you would place each element and explain how your arrangement emphasizes the most important information.

PART 1 • READ AND MARK

Underline the two largest attention-getting elements. Circle the element that gives the event time and supplies, then draw a box around the element readers can scan for extra details. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	Which two flyer elements are meant to catch a reader's attention first? Explain how Maya emphasizes them.	The bold headline and wide photo. Maya places them at the top and makes them larger than the map and fact box.
2	Why does Maya keep the map and fact box smaller than the headline and photo?	They give supporting information without competing with the main message.
3	What information does the green box give readers before they see the QR code?	It gives the cleanup day, time, and supplies to bring.
4	How does placing the QR code directly under the green box help readers?	Readers see the key event information first, then can scan for extra directions and details.

PART 3 • YOUR TURN (SAMPLE ANSWER)

At the top, I would place the large headline "Book Swap Friday," with a drawing of students trading books directly below it. A small detail box beside the drawing would list "Bring one book, take one book," and a QR code at the bottom would link to the rules, so readers see the event and action first while extra details stay available.

Accept equivalent explanations that connect an element's size, placement, or order to the reader's attention. For the open task, look for all four elements, clear placement details, and an explanation of how the arrangement emphasizes key information.