

Flyer Design Detectives

See how a flyer helps readers find information.

2.P.AC.3 "Text Design: Consider the impact of text design on audience and purpose when consuming and producing texts across modes and genres."

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Circle the flyer title and each heading. Underline the date, time, and place so you can see how the design helps readers find important details.

School Garden Flyer

- ① **PLANT A SEED!** Want to grow a tiny garden? Come to the school library on Saturday, May 9. Families can take home free bean seeds and small pots at this event.
- ② **WHAT TO BRING:** Bring an empty egg carton if you have one. We will add soil and seeds. You do not need money. Grown-ups can help carry the carton home after the event.
- ③ **SATURDAY, MAY 9, 10:00-11:00 A.M. SCHOOL LIBRARY.** Ask at the front desk for the Seed Table. Make room for green! The library has room for everyone who wants to plant with a friend.

2 ANSWER WITH EVIDENCE Use the passage

1 How does the short, capitalized title, "PLANT A SEED!", help a reader?

2 What heading helps readers find what to bring, and what does it tell them to bring?

3 Why are the date, time, and place shown together in capital letters?

3 YOUR TURN Your own words

Create a mini flyer for a class game day. Include a short title in capital letters, a heading that tells what to bring, a separate line with the day, time, and place, and one more detail.

PART 1 • READ AND MARK

Circle the flyer title and each heading. Underline the date, time, and place so you can see how the design helps readers find important details. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	How does the short, capitalized title, "PLANT A SEED!", help a reader?	It catches the reader's eye and quickly tells that the flyer is about planting.
2	What heading helps readers find what to bring, and what does it tell them to bring?	The heading is "WHAT TO BRING," and it tells readers to bring an empty egg carton if they have one.
3	Why are the date, time, and place shown together in capital letters?	They are easy to spot, so readers can quickly find when and where the event is.

PART 3 • YOUR TURN (SAMPLE ANSWER)

GAME DAY! WHAT TO BRING: Bring a water bottle. FRIDAY, 2:30-3:15 P.M., GYM. Try three team games.

Accept answers that explain how titles, headings, and separate event details help readers quickly find information. For the flyer, accept any clear event design that includes every requested part.