Flyer Clues

See how a flyer guides its readers.

3.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 labels WHEN, WHERE, and BRING to notice how they sort event details. Underline the three action lines beside check boxes, then write 1, 2, and 3 beside them in the order a visitor would do them.

Books in Bloom Flyer

1. BOOKS IN BLOOM is across the top of a bright flyer for a library card event. Under the title, a drawing shows a girl holding a card and choosing a book. A short sentence beside the drawing reads, "A library card opens the door to stories, facts, and fun." The flyer uses large letters for the title and smaller letters for the sentence.

2. Near the center, a pale yellow box holds three short labels. WHEN: Saturday, May 10, 10:00 a.m. to 12:00 p.m. WHERE: Oak Street Library, 24 Pine Road. BRING: an adult and proof of your address. The three labels are printed in dark blue letters with clear, thick strokes. A small book picture rests in one corner of the box too.

3. At the bottom, three short action lines appear beside check boxes: "Ask an adult to come with you." "Find proof of your address." "Visit the library during the event." A green star points to a small box that says, "Cards are free!" The flyer also gives the library phone number in tiny print along the bottom edge.

2 ANSWER WITH EVIDENCE

Use the passage

1. What is the flyer trying to get readers to do? Use two details from the flyer to support your answer.

2. How do the labels WHEN, WHERE, and BRING help a reader use the flyer?

3. Why might the title use large letters while the phone number uses tiny print?

4. How do the check boxes and short action lines affect the way a reader understands what to do?

3 YOUR TURN

Your own words

Make a mini flyer for a school event in 45 to 60 words. Use a large, clear title, the labels WHEN, WHERE, and BRING, plus three unnumbered action lines in order. Add a star or a small drawing that points to one important fact.

ANSWER KEY

Flyer Clues

GRADE 3 · 3.P.AC.3

PART 1 · READ AND MARK

Circle the labels WHEN, WHERE, and BRING to notice how they sort event details. Underline the three action lines beside check boxes, then write 1, 2, and 3 beside them in the order a visitor would do them. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	What is the flyer trying to get readers to do? Use two details from the flyer to support your answer.	**It is trying to get readers to attend the library card event. It gives a date and place, and it tells readers to bring an adult and proof of address.**
2	How do the labels WHEN, WHERE, and BRING help a reader use the flyer?	**They sort the details into time, place, and needed items, so readers can find each kind of detail quickly.**
3	Why might the title use large letters while the phone number uses tiny print?	**Large letters make the event title stand out first. The phone number is extra information that readers may need later.**
4	How do the check boxes and short action lines affect the way a reader understands what to do?	**They make the tasks look like a simple list of steps to complete before and during the event.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

PLAYGROUND CLEANUP DAY WHEN: Friday, April 18, 3:15 to 4:00 p.m. WHERE: Maple School playground. BRING: gloves and a water bottle. □ Meet by the slide. □ Pick up litter. □ Put litter in bins. ★ Snacks are free! A broom drawing sits beside the title. Families can help make our playground clean and safe.

Accept answers that connect a design choice, such as size, labels, pictures, boxes, stars, or check boxes, to what readers notice or do. For the flyer, accept any event and design choices that clearly fit the intended readers and purpose.