

Flyer Focus

Use words, layout and a direction symbol to guide readers.

5.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 In the flyer, underline the separate time and place lines. Box the heading above its numbered instructions. Circle the arrow in the separate gate sign. Tell a partner how each design helps someone attending.

A Flyer and a Sign for a Pretend Garden Event

MAKE A TINY GARDEN

Saturday, 10:00 a.m. to noon

Maple Street Community Garden

Families, join our pretend pot-planting event. Garden volunteers will provide soil and plants while supplies last. Bring a container if you have one, or use one from the garden table.

HOW TO JOIN

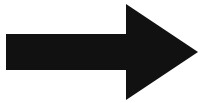
1. Enter through the main gate.
2. Check in with a volunteer at the welcome table.
3. Choose a container and ask a volunteer to help you plant.

Drop in during the event. No sign-up is needed. This flyer is a fictional practice text.

GATE SIGN

WELCOME TABLE

From the gate, go right to check in.



Go right to the welcome table

2 ANSWER WITH EVIDENCE _____ Use the passage

1 How do the separate time and place lines help a family scanning the flyer?

2 Why does a numbered list suit the HOW TO JOIN section?

3 How do the arrow and words work together in the gate sign?

4 Why does the gate sign use fewer words than the flyer?

3 YOUR TURN

Your own words

Create two texts for the same pretend school event: an invitation flyer and a direction sign for arriving visitors. Choose useful words, visible features and an arrow that fit each text's purpose. Then explain one difference in your designs.

1. Invitation flyer

Write an all-capital title, time and place on separate lines, a useful event detail and a direct invitation. Keep the details easy to find.

2. Direction sign

Draw an arrow in the box and add a destination label beside it. Make the direction clear. On the lines, explain why your short sign and more detailed flyer fit their different uses.

Draw and label your complete direction sign



PART 1 • READ AND MARK

In the flyer, underline the separate time and place lines. Box the heading above its numbered instructions. Circle the arrow in the separate gate sign. Tell a partner how each design helps someone attending. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	How do the separate time and place lines help a family scanning the flyer?	They let a family quickly find when and where to attend without searching through a paragraph.
2	Why does a numbered list suit the HOW TO JOIN section?	Visitors need actions in order: enter, check in, then choose a container and get help. Numbering makes that sequence easy to follow.
3	How do the arrow and words work together in the gate sign?	The right-pointing arrow shows a direction and WELCOME TABLE names the destination. Together they help visitors know where to check in.
4	Why does the gate sign use fewer words than the flyer?	The flyer explains the event before people attend. The gate sign helps arriving visitors make a quick direction choice, so a short label and arrow fit its purpose.

PART 3 · YOUR TURN (SAMPLE ANSWER)

POETRY LUNCH TABLE

Friday, 12:10 p.m.

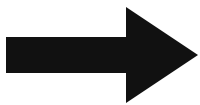
School courtyard

Read a favorite poem or listen to a classmate. Come to the courtyard and share a poem!

Direction sign at the courtyard entrance

POETRY TABLE

Design explanation: separate time and place lines help students plan to attend. The short sign and right arrow help them find the table when they arrive.



Go right to the poetry table

TEACHER ASSESSMENT NOTES

All events and directions are fictional. Source sections 1 and 2 form the flyer; section 3 is a separate gate sign with a real printed arrow. The model includes separate time/place lines and an actual direction symbol. Students create both the written flyer and the drawn/labeled sign, then connect a design difference to purpose. Accept varied school events and either arrow direction when the sign's words agree. Assess meaningful layout and audience usefulness, not a word count. The diagram box is for the complete sign; explanation belongs on the lines.