

Title: The Truth about Going “Green”

Objectives Students will summarize information and create a flyer for a specific audience.													Time frame to Complete 60-90 minutes							
													NRS EFL 4							
Stackable Cert. Documentation	Technology	Study / Life skills	EL-Civics	Career Pathways	Police	Paramedic	Fire Rescue	Medical Asst.	EKG / Cardio	Phlebotomy	Practical Nursing	Healthcare Admin	Pharmacy Tech	IMT	AMT	HVAC	Welding	Other:	Brownfield Energy Program	
	X															X		X		
Standard(s) Addressed in Lesson Read with Understanding Convey Ideas in Writing																				
Benchmark(s) Addressed in Lesson R.4.1. Identify purposes for reading (for example, to generate and answer questions about a topic, to solve problems). R.4.15. Draw conclusions about text using knowledge of main idea(s) and supporting details, consistent with complexity of the text. W.4.1. Determine a topic, purpose and audience for a writing situation. W.4.3. Write for varying types of tasks (for example, business letters, letters to the editor, job applications, literature responses, informational essays, informal writing). W.4.9. Select and use organizational methods (for example, outlines, charts, tables, story maps, plot pyramids). W.4.23. Use available technology to compose, revise and edit text. W.4.24. Present information using a variety of means such as oral, visual, written or multimedia.																				
Materials <ul style="list-style-type: none"> • Computer with internet access and a word processing program (such as Microsoft Word) • “Energy Myths” article available online at http://www.homeenergy.org/consumerinfo/myths/index.php • Flyer instructions (available within the Microsoft Word program. Click menus > File > Project Gallery > Learn > Flyer) • <i>The Truth about Going “Green”: Creating a Flyer</i> handout 																				
Learner Prior Knowledge Experience identifying main ideas and supporting details. Prior computer (word processing) experience will be beneficial. Minimal skills include creating a new document, formatting text (font, size, color), and saving and printing a document.																				
Activities <u>Step 1</u> Explain to students that home fires cause thousands of deaths and injuries and billions of dollars of damage each year in the United States. Today, students will investigate myths concerning energy conservation and create a flyer to provide conservation tips to classmates.																				

Step 2 Students will visit the read the article “Energy Myths” on the Home Energy Magazine website (<http://www.homeenergy.org/consumerinfo/myths/index.php>). Students will take notes of key concepts and energy conservation tips.

Step 3 Using the information from their notes, students will create a list of five to ten strategies that will help make homes more energy efficient.

Step 4 Distribute *The Truth about Going “Green”: Creating a Flyer* handout. This handout describes the purpose, audience, and criteria for the assignment.

Step 5 Students will use a word processing program (such as Microsoft Word) to create a brochure or flyer for classmates that provides information about energy conservation. Students may use the Flyer instructions (available within the Microsoft Word program. Click the menus > File > Project Gallery > Learn > Flyer) to help them format their documents, but creativity is encouraged. (Students with more computer experience may add artwork, graphs, etc. to enhance their flyers.) If students would like to view sample flyers, a simple internet search using the terms <energy efficiency flyer> will yield various results.

Step 6 Students will print completed flyers and distribute to classmates.

Assessment/Evidence

Student-created brochure/flyer about energy efficiency

Adaptations for Beginning Students

Beginning students may be paired with a more advanced student, or beginning students may concentrate on creating a list of safety strategies rather than a brochure or flyer.

Adaptations for Advanced Students

Students with more computer experience may add artwork, graphs, etc. to enhance their flyers.

Teacher Reflection/Lesson Evaluation

This lesson was created by Middletown ABLE.

The Truth about Going “Green”: Creating a Flyer

A flyer presents important information in a short, easy-to-read format. Its purpose is to communicate a focused message quickly to an audience. It is common to see flyers posted on bulletin boards to advertise jobs or services, included with coupons in the Sunday newspapers to advertise sales, or sent home from school to notify students of special events or team try-outs.

After reviewing your information about energy conservation, you will create a flyer to help your classmates learn about making their homes more energy efficient.

Steps

1. Choose at least 5 tips or strategies to include.
 - Write these tips in your own words.
 - Be sure the spelling, punctuation, and grammar are correct.
2. Organize your information.
 - Group similar ideas together.
 - Think about the format. What is the best way to present your information? Numbered or bulleted lists, short paragraphs, and illustrated instructions are a few options to consider.
 - Be concise. You only have **one page** to communicate your message. Focus on what is most important.
3. Draw attention to your message.
 - Format the message. Consider using different colors, sizes, or font styles to highlight the most important parts of your message.
 - In addition to text, flyers may contain pictures or graphs.
 - Flyers should be eye-catching, but they should also be easy to read. Too many colors, details, or pictures can confuse the reader. When in doubt, keep it simple.
4. Check your work before printing.
 - Is the flyer eye-catching?
 - Does the flyer provide at least 5 safety tips?
 - Is the message easy to understand?

**The Amazing 3-D
WORD ART HEADLINE**



Your Local Event

Playbill Title

Day, Time

Address Line 1

Address Line 2

Optional telephone/website

Games ☉ Prizes ☉ Hot Dogs ☉ Cotton Candy

Instructions for
creating this flyer
begin on page 2.

Photo credits are listed in the Office for Mac 2004 Read Me file.

To create a page border, on the **Format** menu, click **Borders and Shading**. On the **Page Border** tab, select the options you want.

To insert WordArt, on the **Insert** menu, point to **Picture**, and then click **WordArt**.

How we created the flyer

You might want to print these instructions so that you can read along as you examine the flyer on the first page. Look at the flyer in page layout view (on the **View** menu). Also, display nonprinting characters by making sure **Show/Hide ¶** is selected on the toolbar.

Border

We created the star border that outlines the flyer by using a page border.

To create a border:

1. On the **Format** menu, click **Borders and Shading**, and then click the **Page Border** tab.
2. Under **Art**, click the design you want.
3. Under **Width**, click a width, such as 20 point, which determines the size of the border.
4. Under **Apply to**, indicate the portion of the document to which the border should be applied. We applied the border only to the first section so that it wouldn't appear on the instruction pages.

Title

We created the title, "The Amazing 3-D WordArt Headline!" with WordArt. WordArt is decorative text — you type it, and Word turns it into a graphical element.

To insert WordArt:

1. Press RETURN a few times, and place your insertion point above one of the paragraph markers.
2. On the **Insert** menu, point to **Picture**, and then click **WordArt**.
3. Select a style, and then click **OK**.
4. Select a font (we chose Impact) and a font size (for example, 36), and then type your text. Click **OK**. The WordArt is selected in your document, and the **WordArt** toolbar appears.

You can use the tools on the toolbar to change the way the WordArt looks. For example, we clicked **Format WordArt**  to display the **Format WordArt** dialog box. On the **Size** tab, we changed the height, width, and rotation. On the **Layout** tab, we clicked **Advanced** and changed the **Horizontal** and **Vertical** absolute positions to ensure that the art stayed where it was placed on the page.

On the toolbar, we clicked **Free Rotate**  and dragged the corners to achieve the effect you see in the flyer. You might want to experiment with these tools yourself to see what happens. Remember, you can always click **Undo** .

To insert clip art, on the **Insert** menu, point to **Picture**, and then click **Clip Art**.

Picture

We moved the insertion point to a paragraph marker beneath the WordArt by clicking next to the paragraph marker. We pressed RETURN a couple of times. Then we inserted the clip art (the man with the mustache) from Design Gallery Live. If you want to use a clip in your document, first check out the Clip Gallery, which is installed with Office 2004 and includes a wide variety of professionally designed images. If you don't find what you want, connect to Design Gallery Live at <http://office.microsoft.com/clipart/>. This Microsoft website provides additional clips that you can download.

To insert clip art:

1. Under **Add Objects** on the **Formatting Palette**, click **Insert Clip Art**  under **Graphics**.
2. In the Clip Gallery, select a category, and then scroll through the pictures until you find something you like. Select it, and then click **Insert**.

Or, click **Online** to open your Web browser and search the online clip gallery. For this flyer, we chose the **Circuses** clip from the **Entertainment** category.

When you select the clip in your document, the **Picture** toolbar appears. You can use the tools on the toolbar to change the way the picture looks. For example, we clicked **Format Picture** to display the **Format Picture** dialog box. On the **Layout** tab, we clicked **In front of text** so that the picture would overlap the WordArt. We clicked **Advanced** and changed the **Horizontal** and **Vertical** absolute positions on the **Picture Position** tab to ensure that the art stayed where it was placed on the page. Then we dragged the picture into the position you see on the flyer.

Text

The remainder of the flyer text was typed and formatted on the page. First we clicked beneath the clip art and typed the text. Then we selected the text and chose some of the text formatting options under **Font** on the **Formatting Palette**. For example, you can see that we used different fonts, sizes, and colors.

We also made the following adjustments for the text "Your Local Event" and "Playbill Title."

- We reduced the leading (the distance between the lines) to 76 points so that the lines would be closer together. To change leading, on the **Format** menu, click **Paragraph**. On the **Indents and Spacing** tab, under **Line Spacing**, click **Exactly** and then enter a size—for example, 76.
- We added a shadow to the text. On the **Format** menu, click **Font**. On the **Font** tab, under **Effects**, select **Shadow**.
- We reduced the spacing between words to 48 points. To reduce the space between words, first select the space. On the **Format** menu, click **Font**. Select the size for the space for example—48.

To format text, type and select the text, and then select options under **Font** on the **Formatting Palette**.

To change page margins, on the **Format** menu, click **Document**.

The pointing fingers on either side of "Playbill Title" and the bull's-eye symbol separating the words in the last line of text are Wingding characters. To insert a Wingding character, on the **Insert** menu, click **Symbol**. On the **Symbols** tab, in the **Font** box, select **Wingdings**. Click the symbol you want, and then click **Insert**.

Printing Considerations

Click **Print Preview**  to see how the flyer is going to look before you print it. If the border is cropped, it is probably not within the printable area of the page, and you'll need to increase the margins. The page border in this flyer is located within the document margins. Your printer also sets its own margins, or "printable area" of the page, which means that it will not print to the edge of the paper. The exact measurements vary by printer type.