Unit 1 Workshop

1. Take a quick look at your colleague’s flyer. What is the first thing you notice? Is this the most important feature? Why or why not?
2. How does it differ from your own flyer in terms of what is most visually interesting?
3. What does the flyer do to address or identify its audience? Who do you feel the audience for the flyer is? Do you feel that it’s the same audience as the archive itself?
4. What information did you include in your flyer to get at audience that could be helpful for your classmate?
5. Is there enough text? Is there too much text? Identify at least one place of each and explain why you feel there is too little/too much text.
6. Think about the different types of information (facts, emotions, pictures, text, etc.) you included in your flyer? Where do you see differences between this flyer and your own?
7. What does the flyer do to highlight the voices present in the archive? What could be added to the flyer to help get at a greater sense of the types of information available in the archive?
8. Overall, would this flyer make you stop and take a closer look? Why or why not?