

Student Name

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Flyer Rationale

For this assignment we were to create two flyers to promote our proposal. One was meant for a lay audience, the other for a specialized audience whom our proposal would directly apply to. For the lay audience I tried to keep things simple and tried to present our proposal as a means to get everyone what they wanted without going into a ton of detail on just how everything would work. I also tried to give the lay audience an opportunity to help our cause by extending them an offer to help us in our proposal. I think this will help as people will become more involved if they feel like they can actively participate in the process. For the specialized audience, I tried to appeal to the business owners the most as this proposal was really meant for them so they could make the necessary changes to their properties. Here I tried to emphasize that we would take care of most of the bureaucratic and legal matters so that they could run their business while at the same time protecting themselves from lawsuits and citations for ADA violations. In each flyer I tried to keep distractions to a minimum by only using a few pictures of the actual renovation process. On the lay audience flyer I did include a picture of a disabled person to try and draw in attention from those in a similar situation or that know someone who is as they're most likely to see the picture first and then read the flyer.