

COURSE	6411 Computer Applications I		Unit B	Software Applications for Business
COMPETENCY	3.00	B2	32%	Understand documents and publications used in business.
OBJECTIVE	3.02	B2	10%	Understand business publications.
ESSENTIAL QUESTION	<ul style="list-style-type: none"> • What are five design principles and what impact do they have on publications? • What are four characteristics of the target audience that affect the design and development of publications? • What publication is the most effective means for communicating information to the selected audience and for the selected topic? 			

PUBLICATION EXAMINATION

Directions: Select a member of your group to record answers to the questions below about the publication your group has been assigned to examine.

1. In what order do students read the information (left to right, top to bottom)?
2. How are the text and objects aligned?
3. Is there a color scheme?
4. What do students notice about the font size and style?
5. What types of graphics have been used?
6. How do the graphics relate to the topics of each publication?
7. What part of the publication caught their eye first? Why?
8. What do students notice about the relationship between the graphics and the text they represent?
9. What is white space and what is its purpose?