

Reorganizing Instructions Answer Key (M5)

Instructions:

Once you are finished organizing the corrections the email samples in the “Reorganizing Instructions” document, see this answer key below. While no two people will likely write out corrections in the exact same way, these examples below are approximately how the reorganized instructions should look.

Compare your work with the corrections below:

(Ad 5050248) Email 1 -

Changes:

1. Remove the three small images
2. Change black box to white with red text
3. Remove all drink pricing text from happy hour section
4. Move “patio now open” “Sunday funday” and “enjoy live music with us” to where the drink prices were, below the “Tuesday-Friday from 3-7” line
5. Remove free kids meal coupon
6. Change 15% to 20%

(Ad 5058370) Email 2 --

Changes:

1. Ad is hard to read. Artist choice to change background and/or text colors.
2. Remove “downtown hillsboro’s” and “friendly local game store”
3. Change font, current font is too “cartoony”
4. Change d20 dice graphic to realistic d20 dice stock image

(Ad 5030654) Email 3 --

Changes:

1. Complete redesign – artist choice. Client wants a “festive” “fun” Cinco de Mayo themed ad that will draw crowds to celebrate. If more direction is needed - use elements such as bright colors, margaritas, cactus and maraca graphics etc.
2. Change website to www.elpasomexicangrill.com