
ENGL 4182 MEMORANDUM

TO: DR. WICKLIFF
FROM: T J
SUBJECT: ASSESSMENT OF FLYER PROJECT
DATE: 9/21/03
CC: .

The main idea was to offer free English lessons, yet I also needed to figure out the method for delivering these lessons. Upon reflection, I recognized the potential of using social media platforms such as Instagram and YouTube to effectively teach English to Japanese speakers. My next step was to acquire knowledge on the principles of effective flyer design.

Engaging in peer assessment encouraged me to critically evaluate my understanding of design principles. To enhance my comprehension, I revisited chapters 2, 3, 4, and 5.

I contemplated the use of the term "free" instead of "do," but determined that "free" carried connotations that did not align with the message I sought to communicate. Similarly, I considered "lessons" in place of "drill," yet concluded that "drill" better delivered the essence of my message.

I believe that the action verbs and their positioning draw the viewer's attention. Both "do" and "drill" are straightforward terms to translate, and "English" is widely recognized in Japan.

Finally, the logo features kanji symbols on the left; however, I feel it may be more impactful as a phrase rather than a brand identity. I like the phrase "Do English Drill," and I intend to adopt this branding for the logo.