

**BABAJIDE AKEREDOLU**

INFORMATION LITERACY FOR  
STUDENTS

ENG 352-H02

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# OVERVIEW

- INTRODUCTION
- FINDINGS
- MIMES AND TRIBES
- BROCHURE SAMPLE
- SAMPLE SCRUTINIZED
- QUESTIONS

# INTRODUCTION

- WHAT IS THE BROCHURE FOR?
- WHO IS MY CLIENT?
- WHAT DOES MY CLIENT WANT?
- CONSTRAINTS?

# FINDINGS

- STUDENTS HARDLY READ Bi/tri-folds
- STUDENTS YEARN FOR INNOVATION

# MIMES

- **MESSAGE**- Convey to my target the need to be information literate and the means it can be achieved
- **INTENT**
  - **Purpose**- To have my Target contact my client to learn more about Information literacy
  - **Target**- Incoming Freshmen and Student body
- **METHOD**- Insert placed in Targets Admission packet and posters around the campus vicinity
- **END-RESULT**- Target builds keen interest in the concept of information literacy
- **SUCCESS**- Increase in visits to the Reference librarians and IL website as requested by my client

# TRIBE

- **TARGET**- Freshmen and his/her immediate surrounding audience
- **RELATIONSHIP**- Formally a freshman who has benefited from being Information literate
- **INFLUENCES**- Graphics and the tag line
  - On audience- Lack of direct reference on poster
- **BACKGROUND** – Enthusiastic, Energetic, tech savvy and ready to Learn new skills
- **ENVIRONMENT**- Classrooms, Campus wide, acceptance packets (mail).

# SAMPLE

- Two samples
  - Poster
  - Flyer/Insert

# FIND THE COLOR

IN YOUR TERM PAPER

IN YOUR RESEARCH EFFORTS...

IN KNOWING THE LIMITS OF GOOGLE...

IN SELECTING THE RIGHT INFORMATION...

PAINT THE COLOR IN YOUR EDUCATION

BE INFORMATION LITERATE.

## WHAT IS INFORMATION LITERACY?

This is the set of skills needed to find, retrieve, analyze, and use information effectively and productively.

## BENEFITS OF INFORMATION LITERACY

### IN SCHOOL:

- You take more control of their learning
- Improve your Grades
- Find out the best Professor for you next class
- Better Jobs require Information literacy

### IN LIFE:

- Smarter Decision making in everything such as what computer to buy or the easiest route to school
- Ability to access information regarding immediate situations making life ultimately easier

## HOW TO GET THE BRUSH AND PAINT



Contact the Reference librarian or visit our website on information literacy

## KEY CONTACT DAVIDA SHARF

Office phone: 973.642.4397  
Fax: 973.643.5601  
email: [mailto:davida.scharf@njit.edu](mailto:mailto:davida.scharf@njit.edu)

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# FOUND THE COLOR?

IN YOUR TERM PAPER

IN YOUR RESEARCH EFFORTS

IN KNOWING THE TRUE FACTS

IN SELECTING THE RIGHT INFORMATION

PAINT THE COLOR IN YOUR EDUCATION

BE INFORMATION LITERATE

## WHAT IS INFORMATION LITERACY?

This is the set of skills needed to find, retrieve, analyze, and use information effectively and productively.

## HOW DOES INFORMATION LITERACY PAINT THE COLOR?

IN SCHOOL: Better Grades, Resume Builder

IN LIFE: Smarter Decision making, better person

## ALL THAT IS LEFT IS THE BRUSH AND PAINT

Look out for Brochures, Contact the Reference Librarian or visit our website on information literacy for more information

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**QUESTIONS?**