

To: Dr Jim Lipuma

From: Babajide A. Akeredolu

Date: Thursday, April 26, 2007

Re: The Purpose of the Information Literacy Brochure, the Method of Delivery, and
My Decisions in the Design of the Brochure

As a result of the intentions of the library to create a new advertising campaign geared towards information literacy awareness, the class as you are aware of was given the task to create one of three brochures.

The first was targeted towards freshman who are enrolled in common classes such as freshman seminar, The second was for current students who have not heard about Information literacy and the third was target towards faculty advising that they include information literacy seminars or workshops in their curriculum.

Provided below the link to this memo is my brochure which was intended for the incoming freshmen. It is in two forms, one being an insert provided to the students during freshman seminar and the other, a poster which will be placed all around campus.

The insert and poster was designed to emphasize information literacy in a way new and innovative to the campus community. They both consist of two tag lines which many freshmen can easily relate with and also in turn spark the curiosity of their immediate surrounding.

Please take a moment to view the brochure and provided it is selected, contact me at baa2@njit.edu with further instructions on the next step to deliver the message and explain the content to the library faculty.

Thanks,

Babajide Akeredolu