

Professional Dress Brochure

In this project you will create a brochure that differentiates among suitable business attire. You especially need to focus on formal business attire, casual business attire, casual attire, professional evening attire. There are very important differences between them.

Create your brochure in Publisher. Brochures have 6 panels. The front panel should include the title of your brochure and your name. The back panel should have additional information such as interviewing tips or websites with information on the job search process. The remaining 4 panels should cover each of the 4 types of business attire.

You may use the Internet to research the information you need. Be sure you abide by the internet policy for our school.

Be sure you write everything in your own words. Also, reference your source(s) for each panel by putting the website in very small print (4-6 point font) at the bottom of the panel where it was used.

How to create a tri-fold brochure: Choose Blank Page (Landscape) 11" x 8.5". Your margins should be 0.5". Click on the Page Design tab, then click Guides (in the Layout group). Choose Grid and Baseline Guides, it should open to the Grid Guides tab. In the Column Guides section; type in 3 Columns with 1" column spacing. Click Okay. Now go to the Insert tab, click Page, and choose Duplicate Page. Your brochure is now set up. Choose a font that is easy to read. Depending on the font you choose, your text should be around 10-12 points in size. Headings may be larger. You may use borders and shading as long as it does not detract too much from your message and does not make it difficult to read.

There should be NO errors in spelling, grammar, punctuation, capitalization or hyphenation. This is a professional document!

Graphics can enhance your publication. Be sure they are appropriate and that they do not detract from your message. Use too many and your publication will look busy and childish. Using graphics that are low in quality or that are not scaled or cropped appropriately and your work will look like it was done by an amateur.

Great job! 100/100

Professional Dress Brochure Rubric:

Criteria	0-10 pts	11-18 pts	19-25 pts	Earned
Brochure set up properly.	Did not use Publisher. 0-2 panels set up correctly.	3-5 panels set up correctly.	Created in Publisher. 6 panels—1 for each dress type, 1 front cover, 1 back cover, as instructed.	25
All panels are composed (written) by the student. Each panel is cited appropriately. *Plagiarism is illegal and punishable by law.	No sources or very few sources listed. Most, if not all, material was copied and pasted from the source.	Most sources listed. Some possible copying and pasting.	All sources listed on the panel where they were used. All information written in students' own words.	25
Layout is correct.	Many problems with margins & columns; no columns; total disregard of instructions	Problems with margins & column spacing; only 1 page; panels not in correct place	Margins=.5" 3 columns w/ 1" column spacing Duplicate page Panels in correct sequence	25
NO errors in mechanics: spelling, grammar, capitalization, punctuation, etc.	Blatant disregard industry standards regarding accuracy.	No more than one error per panel.	NO errors in spelling, grammar, capitalization, or other mechanics.	25
High quality graphics used effectively.	Graphics are poor quality, used ineffectively, too distracting, many issues with graphics	Some graphics are high quality, others not. Some used effectively, others not.	All graphics are high quality & are used in a way that enhances the publication.	25
Deadline met.	0-4 Did not turn in; more than one day late; incomplete	5-9 Incomplete, turned in on time; Complete, turned in one day late	10 Completed & turned in on time	25
Total Points Earned				100



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<https://www.thebalancecareers.com/formal-attire>

Formal Business Attire

The **standard dress code for men and women** is a suit, a jacket, and pants or a dress skirt. Wearing clean and pressed attire is important in maintaining a business formal image



<https://www.thebalancecareers.com/what-is-business-casual-attire-2061168>

Casual Attire

Although it can be considered "informal" in the senses of "not formal" or "suited for everyday use," informal attire actually refers to a dress code much more formal than casual wear, a step below Semi-



formal wear. Jeans and a T-shirt have

Casual Business Attire

Casual Clothes like khakis, sweater and knit shirts are suitable for casual business, no shorts



Professional Evening Attire

This means that a tuxedo isn't required, but the event is still formal enough for one to be appropriate. He should wear: A tuxedo or formal dark suit and tie. She should wear: A long evening dress, dressy suit or formal cocktail-length dress.



Interviewing Tips-

- Research the industry and company. ...
- Clarify your "selling points" and the reasons you want the job. ...
- Anticipate the interviewer's concerns and reservations. ...
- Prepare for common **interview** questions. ...
- Line up your questions for the interviewer. ...
- Practice, practice, practice. ...
- Score a success in the first five minutes.
 - Get on the same side as the interviewer.
 - Be assertive and take responsibility for the interview.
 - Make the most of the "Tell me about yourself" question.