

Brenly Drake

**I am considering writing a brochure for a tango dancing event.** The event includes a beginner's lesson followed by a brief performance by the instructors. There will then be two hours of unstructured practice where questions can be asked and resolved.

**The design would be** a simple one-fold over. Colors in black and red, with vibrant pictures. The brochure would include a picture of people dancing happily in a group on the front, and the instructors would not be shown until perhaps the third page. This will emphasize a community aspect rather than a dictation of knowledge. The brochure would be designed to attract both beginners and experienced people.

**A person already in the experienced in the community would want to be ensured** that they will have a chance to socialize which is one reason the front cover would emphasize a social portion rather than an image of the instructors. Also a description of what the practice would include with perhaps a description of the floor quality of the event location. People that are experienced in tango will often travel a distance if they hear that the floor is an excellent quality.

**The beginners that are new to the dance form would want to be ensured** that they will gain new knowledge from the event. One way that I can ensure a beginner would feel welcome is a short lesson plan printed in bullet style using bold for key terms such as *Ocho*, *Sacada*, and *Luna Media* with definitions to accompany the terms.

**The purpose of the brochure** would be to entice both beginners and experienced people to attend the event. They would have to be convinced that the instructors are knowledgeable and that the environment is a good one to dance in freely. Information on the instructor's experience would accompany their photograph to ensure beginners of the expertise they will be working under. A person that is more experienced would appreciate being told about the size of the room if it is large, or perhaps the choice of music. The choice of music can be divisive but from my experience at various events the safe bet would be to announce a strictly classical environment. More modern music choices are best left to snazzier nighttime events that attempt a narrower appeal.