

This evaluation and approval, period of accreditation,

[Media](#), [Advertising](#)



This brochure was made by the Office of the Ombudsman to promote their accredited program, " Campus Integrity Crusaders." It is made for any walks of like who can be able to read it. It is displayed at the public assistance office so that the walk-in clients can read and receive the information. Is also made for the school-based youth organizations aimed to empower the youth in the involvement in corruption prevention initiatives. With this, the public can have a good grip of what is CIC and the benefits that it carries. II.

Why was the material written? The material was written to advertise or promote the said program of the Office of the Ombudsman. The desired details are present in the brochure which covers an amount of information of what is CIC. I was an intern in the said office and witnessed that having a brochure is a simple and effective way to target the desired audience. III.

What is the message? Basically, the brochure is all about Campus Integrity Crusaders as accredited by the Office of the Ombudsman.

It covers information of to its purpose, scope of activities, how to file a petition, documentary requirements, evaluation and approval, period of accreditation, and contact details. It is a brief and concise message of what is CIC. IV.

Are the style and tone appropriate for the audience, the purpose, and the message? Why? Why not? This brochure is a simple and tangible way to receive information. It is simple and covers dominantly with words. It is not like other brochures which are vibrant and lots of photos compared to brochures selling products, their brochures should be creative with fewer words.

However, in this case, considering it came from a government office, the said office is not that lavish enough to spend much on their brochures. For me, it is just appropriate since it was clear to me what I can expect from CIC. Also, the said brochure is accessible in the Office of the Ombudsman's website.

V. Discuss the use of any visuals and color in the document. For instance, how does color (or the lack of it) affect an audience's response to the message? Majority nowadays is into visuals.

With this, it is very important to use colors and visuals in a smart manner since it's a better way to retain the information by the audience. However, in this brochure, it is low in visuals and color considering the purpose that it serves. Also, the said office does not prioritize advertising their accredited programs since it has partnered government offices which can do the promotion. I can really say that having good visuals and the smart use of colors is a good tool to change the mood of the person and helps to retain the information more than just plain wordy document.