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**Assignment 3 Coffee Bean**

**Focus Element**

You are employed by The Coffee Bean business. This is a trendy coffee shop. It specializes in a large variety of flavored coffees, espressos, lattes, and mochas, as well as a menu with deli sandwiches and desserts.

Your task is to prepare a flyer from scratch . . . do not use a template . . . to advertise the business. The information that it needs to include in addition to what is mentioned above is as follows:

The Coffee Bean

1318 Kuhia Highway

Honolulu, HI 96746

310-234-5586

Fax 310-234-5587

[www.coffeebean.yahoo.com](http://www.coffeebean.yahoo.com)

1. **Planning the Publication**
2. What is the purpose of the publication?
3. Who is the target audience(s)?
4. What format will be used? *Full page flyer either landscape or portrait orientation)*
5. What do you want readers to do after seeing the flyer?
6. **Creating the Content**
7. Identify the purpose
8. Prioritize the information—what is most important?
9. Organization the information

Your task in creating this flyer is to achieve focus through a graphic element(s) as well as primary focus with the title.