

Sally Wu

Assignment Summary:

My advice is on how to prepare and care for a newly adopted puppy. The first piece is an easy to follow text-only checklist for adults. It can be printed on paper and handed out at pet stores or adoption centers. It can also be digitalized and accessed through a QR code. This list has multiple thorough checklists that explains more than just the basics. It is for people who want to learn more than just the surface level information. The second method of advice is a multimodal tri-fold brochure. This piece is geared towards teens who have shorter attention spans. It provides a simple and straightforward summary of what they need to know. The addition of pictures and graphics makes it more engaging. The format of a brochure is handy to read and generally more enticing to younger audiences.

[Advice Piece #1](#) - Brochure for teenagers

[Advice Piece #2](#) - Checklist for adults