



Task-based Activity Cover Sheet

Task Title: Read a Product Brochure

Learner Name:	
Date Started:	Date Completed:
Successful Completion: Yes___ No___	
Goal Path: Employment <input checked="" type="checkbox"/> Apprenticeship___ Secondary School___ Post Secondary ___ Independence___	
Task Description: Read a brochure to learn about a new product or piece of equipment	
Competency: A: Find and Use Information	Task Group(s): A1: Read continuous text
Level Indicators: A1.2: Read texts to locate and connect ideas and information	
Performance Descriptors: see chart or click here	
Links to skill building activities: see the last page or click here	
Materials Required: <ul style="list-style-type: none">• Pen, pencil• Sample product brochure (attached)	
ESKARGO: <ul style="list-style-type: none">• Uses context cues and personal experience to gather meaning from the text• Scans text to locate simple information• Uses pictures and illustrations to gather information about the text• Uses a variety of strategies (patterns of word structure, root words, prefixes and suffixes) to decode and determine the meaning of unfamiliar words• Draws on personal experience and on reading experience to gather meaning from the text• Skims to understand type of text• Reads text having concrete information in familiar, concrete wording; some simple inferential meaning• Locates multiple pieces of information in familiar text with everyday content and personal and/or general relevance• Makes connections between sentences and between paragraphs in a single text• Identifies the topic and purpose of a piece of writing	



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- Locates multiple pieces of information in simple texts
- Reads more complex texts to locate a single piece of information
- Makes low-level inferences
- Follows the main events of descriptive, narrative, and informational texts
- Obtains information from detailed reading
- Begins to identify sources and evaluate information
- Considers ideas from reading in development of own opinions
- Distinguishes between fact and opinion in text
- Makes judgements (predictions, conclusions) using evidence from the text

Attitudes:

Practitioner,

We encourage you to talk with the learner about attitudes required to complete this task set. The context of the task has to be considered when identifying attitudes. With your learner, please check one of the following:

- Attitude is not important Attitude is somewhat important Attitude is very important



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Employees are often given new equipment to use on the job. In order to understand a new product, they must read brochures or inserts that explain the benefits of the equipment and how it works.

Look at the brochure from Amstore Innovations about a new product (Digital Key).

Learner Information and Tasks:

Task 1: List 2 things that the Unique ID allows a Digital Key to do.

Task 2: What does the unique ID allow you to track and analyse?

Task 3: What happens when a Digital Key is inserted into a MAC or PC?

Task 4: How does a Digital Key help you understand your client?

Task 5: List the 3 things that the individual ID allows for on each Digital Key for dynamic marketing information.

Digital Key

What is a Digital Key?

- A USB device that when inserted into a computer, directly connects the end user from an offline world to an online world.
- Digital Keys can be produced in a customised USB shape, as a classic mode or fused into print.
- Digital Keys have no Flash Memory - when inserted into a PC or MAC, the device launches you directly to a designated web address that is installed on the controller chip.
- Each Digital Key has a individual ID which means each one can be tracked, monitored and analysed. This provides dynamic marketing information in real time.



What makes it unique?

- Digital Key uses patented technology that has no compatibility or security issues and takes the user directly to a website without “clicks”.
- Each key has a unique ID, allowing:
 - Registration on first time use (also used to Opt-In for future e-mailing)
 - Personalised URL's if you know your Database
 - As each key can be linked to an individual, so you can have tailored discounts and campaigns
- The comprehensive back-end CMS (Content Management System), allows you to monitor, measure and update your campaigns. This is an extremely powerful feature.
- The unique ID allows you to track the behaviour and analyse responses of users.
- Typical response rates on direct mail can increase from <3% to over 45%.
- Digital Key helps you understand your client by allowing you to carry out market research at the same time as a promotion, providing invaluable demographic data.



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Answer Key

Task 1: List 2 things that the Unique ID allows a Digital Key to do.

Any two of the following:

- Registration on first time use
- Personalized URL's if you know your Database
- As each key can be linked to an individual, so you can have tailored discounts and campaigns

Task 2: What does the unique ID allow you to track and analyse?

The unique ID allows you to track the behaviour and analyse responses of users

Task 3: What happens when a Digital Key is inserted into a MAC or PC?

The device launches you directly to a designated web address that is installed on the controller chip

Task 4: How does a Digital Key help you understand your client?

By allowing you to carry out market research at the same time as a promotion, providing invaluable demographic data

Task 5: List the 3 things that the individual ID allows for on each Digital Key for dynamic marketing information.

Each one can be tracked, monitored and analysed



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Performance Descriptors		Needs Work	Completes task with support from practitioner	Completes task independently
A1.2	<ul style="list-style-type: none">scans text to locate information			
	<ul style="list-style-type: none">locates multiple pieces of information in simple texts			
	<ul style="list-style-type: none">makes low-level inferences			
	<ul style="list-style-type: none">makes connections between sentences and between paragraphs in a single text			
	<ul style="list-style-type: none">begins to identify sources and evaluate information			

This task: was successfully completed____ needs to be tried again____

Learner Comments

Instructor (print)

Learner Signature



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Skill Building Activities

Links to online resources:

- http://www.ehow.com/how_8195085_read-trifold-brochure.html (A reading activity that describes where to find information on a traditional brochure)
- <http://www.bbc.co.uk/skillswise/video/reading-and-understanding> (A short video that explains the importance of understanding what you read on the job)
- <http://www.wikihow.com/Read-Technical-Writing> (A step-by-step guide of how to read technical writing by scanning, using the table of contents and headings, highlighting information and paraphrasing in your own words)
- <http://www.howtolearn.com/2013/02/skimming-and-scanning-two-important-strategies-for-speeding-up-your-reading/> (A document that explains how to look for main ideas and important points in text)
- <http://www.slideshare.net/AmandaMAllison/reading-techniques-skimming-vs-scanning> (A slide show with pointers of how to skim and scan text)

LearningHUB Courses available:

- **Reading & Writing, Independent Study**
 - Reading Level 2, Assignments 1-3 (Assigned by practitioner after assessment)
- **Live classes (SABA):**
 - Reading Comprehension; On The Job Thinking Skills
- **Independent Study, Short Courses:**
 - Improving Your Job Skills; Becoming a Lifelong Learner.

***To access LearningHUB courses**, learners must register for the LearningHUB e-Channel program by completing the registration form on their website and completing the course selection (page 2 of the registration form): https://www.learninghub.ca/get_registered.aspx

***To Access LearningHUB Course Catalogue:**

<http://www.learninghub.ca/Files/PDF-files/HUBcoursecatalogue,%20December%202023,%202014%20revision.pdf>