**Design Theme:**

* **Flyer Contest Brief:** One page flyer. Two-sided, front and back. Advertising computer programming classes for kids. For kids 6-12 years old and their parents.
  + We would like a flyer that introduces the company. -and-
  + Highlights the classes we offer
* **Target Market:**  6-12 year old kids and their parents. Audience is English speaking families in Japan.
* **Look And Feel:** Bold, Playful, Modern, Conservative
* **Paper Size**: B4  
  [www.papersizes.org/b-paper-sizes.htm](http://www.papersizes.org/b-paper-sizes.htm)
  + Portrait design
  + Note: flyer will be distributed folded in half (top to bottom) but the design should still be a full page design, not a book design.

**Some Things We Would Like on the Flyer**

* Company Logo (multiple image files included)
* Company Name: Coding Lab Japan
* Company Slogan: Tiny Hands, Mega Minds
* Text: Coding Classes for Kids!
* Text: Ages 6–12
* Text: Taught in English
* Text: Enroll for Summer Camps Now!
* Award Images (one or both award images, see uploaded images)
  + little-magazine-award-2017\_Coding-Lab-768x768
  + Logo-PW-Best-Enrichment-Award
* Contact/Location Info:
  + Close to Yoyogi & Shinjuku Stations  
    2-26-12 Petit Maison Yoyogi 2F  
     Shibuya-ku Yoyogi, Tokyo 151-0053
  + info@codinglab.jp
  + [070-2614-4170](tel:07026144170) (Japanese)
  + [070-2614-4192](tel:07026144192) (English)
  + <http://codinglab.jp>
* Company Info
  + Coding Lab is a programming school for kids, run by educators with professional software development experience. We have locations in Tokyo and in Singapore, which has received numerous awards. All lessons are taught in English. We provide coding classes for kids 6-17, form Beginner to Advanced. We think all kids should have the chance to learn to program and have fun doing it.
  + Classes can be taught at our classrooms or at your institution. Weekly classes and week-long camps are offered.
* Class info
  + Beginner Scratch
    - For kids new to coding. Learn to program using Scratch, a fun and easy to use language. Make games, interactive stories, animations, and more, all while learning the fundamentals of computer programming.
    - For students with little or no experience.
  + Intermediate Scratch
    - Kids learn more advanced programming concepts in Scratch and create larger and more complex programs. They plan, design, and create their own coding projects, from start to finish.
    - For students who have completed Beginner Scratch 1 & 2 or have prior coding experience.
  + Tinker Garage Workshop
    - Continue to learn and explore coding in a collaborative, fun space. Each lesson kids complete a new, STEM based coding project. Projects cover Physics, Math, Story Telling, Game Design, LEGO Robotics, and more.
    - Recommended for intermediate students.
  + Python
    - Learn to code in one of the most popular text based languages. Python 101 teaches kids the basics of Python coding with an emphasis on Mathematics and computer science fundamentals.
    - For students aged 12-17 with little or no experience.
* Our curriculum is based on STEM (Science, Technology, Engineering, and Math) with a pinch of Art, and whole lot of creativity. Kids learn core, computer science fundamentals while solving STEM based projects and tapping into their creative minds.