

Top Grade Education

Flyer G1

Design Requirements Summary

	Item	Detail
1.	Company background	<p>Top Grade Education is a tutoring centre specialized in</p> <ol style="list-style-type: none"> 1) Tutoring Secondary School Math, and 2) Preparing for Standardized Examinations such as SAT, PSAT, SSAT, and OSSLT
2.	Differentiating Characteristics	<p><u>ON MATH TUTORING</u></p> <ol style="list-style-type: none"> 1) We are exceptionally capable in explaining complex math concepts. 2) We explain math by showing students the core essentials or “Core Concepts” (as we call it) of an otherwise complex math subject. We focus on helping students reach the level of understanding where they can say “this is what it is all about”. 3) We prepare a 100% individualized lesson plan for each student, based on the student’s particular strengths and weaknesses. 4) We adapt our teaching process to a student’s progress. We will stay on a subject until a student demonstrates full proficiency, we will move on to another subject the moment a student shows proficiency. Our teaching keeps pace with the student’s demonstrated capability. 5) We adapt our teaching content to what is presently being taught in a student’s school, so that the student may achieve excellent results in school. 6) We give a lot of priority to helping a student in his homework and preparing for a test or exam in school <p><u>ON EXAM PREPARATION</u></p> <ol style="list-style-type: none"> 1) For each type of exam we cover, many hours of analysis and development have been spent on identifying how the exam forms and poses a question. The result is that for each exam we support we have developed a highly effective methodology for analyzing a question and getting the right answer. 2) We adapt our preparation process to a student’s progress. We will stay on a subject until a student demonstrates full proficiency, we will move on to another subject the moment a student shows proficiency. Our teaching keeps pace with the student’s demonstrated capability. 3) We provide a 100% individualized preparation program for each student, based on the student’s particular strengths and weaknesses.

		4) We use mock exams that accurately simulate the actual exam to help a student become familiar with an actual exam.
3.	Idea Illustration	1) See attached image IDEA-01 2) See attached image IDEA-02 3) See attached image IDEA-03
4.	Flyer Size	5.5" x 8.5"
5.	Size & Resolution	With the same design, provide two final images: 1) One for Flyer Size of 5.5" x 8.5" 2) One for Poster Size of 24" x 36"
6.	Image to be included	Company logo
7.	Side 1	<p>Focus: Math Tutoring</p> <p>Headline Concept: (following is only a suggestion) Math from Abstract to Concrete – We can help make the connection (See Idea Illustrations)</p> <p>Math We Tutor: (include all) 1) Ontario Math G.9 – 12 2) IB Math High Level , Standard Level, Math Studies 3) AP Calculus AB/BC 4) University Year 1 Calculus</p> <p>Contact: (include all) Address: (include a simple map that shows the main intersection) 8333 Kennedy Road, Unit 2012 Markham, ON L3R 4P8 Email: Service@TopGradeEducation.com Tel: 647-931-1922 Website: www.TopGradeEducation.com</p>

		<p>Promotional Offer: (following is only a suggestion)</p> <p>Free Trial Lesson (Try us out before you enrol! Call or email us today for a Free Trial Lesson.)</p>
8.	Side 2	<p>Focus:</p> <p>Exam Preparation</p> <p>Headline Concept: (following are only suggestions)</p> <p>Come out on TOP. We can help.</p> <p>SCORE! With our help.</p> <p>Exams we cover:</p> <p>1) SAT</p> <p>2) PSAT</p> <p>3) SSAT</p> <p>4) OSSLT</p> <p>Contact: (include all in a variation slightly different from Side 1)</p> <p>Address: (no map)</p> <p>8333 Kennedy Road, Unit 2012</p> <p>Markham, ON L3R 4P8</p> <p>Email:</p> <p>Service@TopGradeEducation.com</p> <p>Tel:</p> <p>647-931-1922</p> <p>Website:</p> <p>www.TopGradeEducation.com</p> <p>Promotional Offer: (in a variation slightly different from Side 1)</p> <p>Free Trial Lesson (Try us out before you enroll! Call or email us today for a Free Trial Lesson.)</p>