

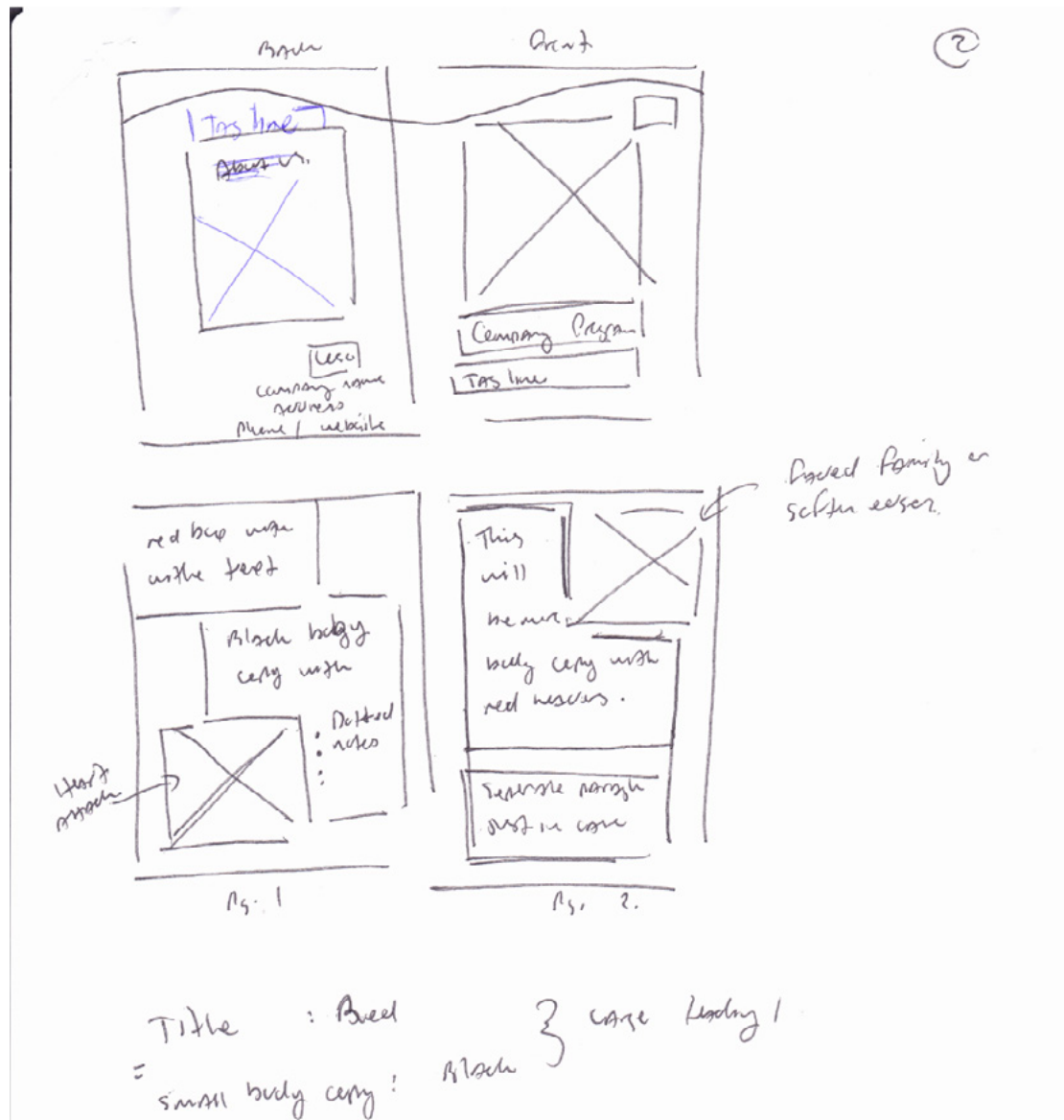


Bi-fold Brochure

Visual Arts Center [Mock-up Project]

Portsmouth, VA I researched the “American Heart Association’s Family and Friends CPR” program; and created a

Fall 2013 bi-fold brochure that would be relevant to their cause.



Layout

Visual Arts Center This is the structural layouts of the bi-fold pages.

Portsmouth, VA

Fall 2013



7272 Greenville Ave.
Dallas, TX 75231

Customer Service:
1-800-AHA-USA-
1-800-242-8721
1-888-474-VIVE

Family & Friends CPR

Find a Course, Save a Life



Anyone can learn CPR – and everyone should! Sadly, 70 percent of Americans may feel helpless to act during a cardiac emergency because they do not know how to administer CPR. This alarming statistic could hit close to home, because home is exactly where 88 percent of cardiac arrests occur.

Why Learn CPR?

Cardiac arrests are more common than you think, and they can happen to anyone at any time.

Nearly 383,000 out-of-hospital sudden cardiac arrests occur annually, and 88 percent of cardiac arrests occur at home.

Why Take Action?

- Failure to act in a cardiac emergency can lead to unnecessary deaths.
- Effective bystander CPR provided immediately after sudden cardiac arrest can double or triple a victim's chance of survival, but only 32 percent of cardiac arrest victims get CPR from a bystander.



The Family & Friends CPR Course

The *Family & Friends CPR* Course teaches the lifesaving skills of adult *Hands-Only*® CPR, child CPR with breaths, adult and child AED use, infant CPR and relief of choking in an adult, child or infant. Skills are taught in a dynamic group environment by using the AHA's research-proven practice-while-watching technique, which provides students with the most hands-on CPR practice time possible.

Register Today

Costs for courses and materials are determined by Training Centers or Instructors and may vary. The AHA does not regulate price, however, provides its authorized distributors suggested retail pricing on course materials. In about 20 minutes CPR Anytime and Infant CPR Anytime can help prepare you to save a life. What are you waiting for? Order today!



Final

Visual Arts Center Portsmouth, VA
Fall 2013

I wanted to give it a professional appearance incorporating their red logo color throughout the design. I Added copy about how someone could learn about CPR.