

# Solar Power Concept Map

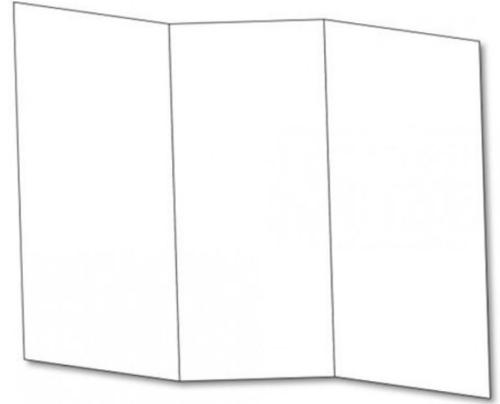
Create a tri-fold brochure using a blank piece of 8.5" x 11" paper.

The goal of your brochure is to provide clear information regarding the two main delivery options for solar power within ComEd's territory of northern Illinois.

Side A—Private Solar: Focus on presenting information regarding solar power provided via the installation of solar panels on homes and businesses in a community. Be sure to indicate how installed solar panels would still be a part of the Smart Grid.

Side B—Community Solar: Focus on information regarding how homes and communities can access solar energy via solar farms and the Smart Grid even if people are unable to directly install solar panels.

Additional information for your brochure can be found online at [www.ComEd.com/solar](http://www.ComEd.com/solar).



## Design Ideas

A well-designed brochure organizes and presents information clearly and concisely. Each full side of your brochure should focus on the theme for the side (Private Solar or Community Solar).

Mix and match to use the three columns per page side to help deliver your information. You may choose to combine all three columns into one large landscape design. Alternatively, you might use each column to create a portrait layout dedicated to a subtopic of the central theme for that side.

Use images, icons, colors, text, and other design elements to present your message. Here are some additional ideas of features or different ways to organize your brochure:

Mini-Map    Callout Diagram    Sketches or Drawings    Bi-Lingual Sections or Panels  
Icons and Visual Hotspots    For More Information Links    Frequently Asked Questions

Research other brochure design options and examples online. Be sure to think about and include vital information in your brochure that people likely would want quick answers to regarding solar power options.

Examples:

- What if I cannot install solar panels on my home or apartment — can I still get solar power delivered?
- What are the advantages of solar power? What is the impact of solar energy on the environment?
- Is it even sunny enough to use solar energy in northern Illinois?