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| **Title** |
| Author Name |
| Type your summary here. What are the main points you want your audience to understand? What differentiates summary from key points is that your summary summarizes everything: introduction, body, and key findings.  Adjust size of text box as needed.  THROUGHOUT THE BRIEF: Include visual aids as needed by inserting images to increase reader understanding |
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| Introduction Your introduction should grab the reader’s attention. Introduce your topic and explain why isotope labeling and/or the shift is important. This should also include basic background that the general reader would need to understand the research project. Explain why this research would be relevant.  You probably need 1-2 references here. Use superscripts in text and list references using ACS formatting by adding a footnote to the appropriate page. Body What conclusions were you trying to find? What did you find? How did you arrive at these conclusions? You want to use clear, easy to understand language. You should be including visual aids to assist a reader in understanding your project and results. |  | KEY FINDINGS • • • List your key points and findings in this sidebar. Adjust size of sidebar as needed for your key findings |

## Body (Cont.)

Since you should be including visual aids, you may continue the body text onto this page. Your brief should not be more than 2 pages (not including title page). Be aware of appropriate sizing for figures (they should be large enough to be easily read, but not take up excessive space) and use the expectations set in the ChemDraw and Graphing challenges.