

## **Project 4: Infographic**

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### **CONTEXT**

In the second project, you conducted research on a particular discourse community and began to consider an audience, purpose, and context for communicating that research. In the third project, we will focus on imagining a new rhetorical situation for the same content and executing that new purpose through primarily visual means in the form of an infographic.

### **WRITING SCENARIO**

Draw from your discourse community research to produce a visual composition (infographic) geared toward a specific rhetorical situation. That means specifying a specific audience as well as a purpose (e.g. to inform, to entertain, to dispel misconceptions, to recruit, to call for action, etc.). Think about what kind of message is worth sending about your discourse community of choice, which of your data will help you convey that message, who you might try to reach, and how you can convey your research visually in order to reach them. You are also required to consult at least three secondary sources on your topic, though you may choose whether or not to incorporate this information into your infographic. Alternatively, you may choose to adapt your article analysis into a visual composition instead of the discourse community project.

### **DELIVERABLES**

#### *Design Plan (500 words)*

Develop a plan for your infographic that you can use as a guide for completing the project and that shows me your preparatory work. Clearly state your intended audience and what you know and assume about them, describe your purpose and strategies for fulfilling that purpose, lay out a plan for producing the final product, and briefly summarize three secondary sources on your topic and how they may or may not be helpful to your paper. You should also revisit your discourse community project and explain which parts you will draw on to produce the infographic and why.

#### *Infographic*

Produce a visual composition that draws on your research from the previous project to achieve a rhetorical purpose. This composition should take the form of an image printed on legal size paper, as well as a digital PDF. Otherwise, you have a great deal of leeway for what your composition will look like, as long as it incorporates design principles (e.g. CRAP, color theory, typography, white space, etc.) and your research in a way you can justify rhetorically. You may find that the infographic makes more of an explicit argument than your paper did, though the shape of that argument is up to you. If you would like to deviate significantly from what might

be considered an infographic, though, you should obtain instructor permission before writing a design plan.

*Explication (900-1000 words)*

Write an essay explaining the thought that went into your work on the infographic and the ways you navigated the design process. You might include, for example:

- How you translated textual claims into visual claims
- How you drew on class readings and activities to approach the assignment
- How you attempted to implement your design plan and what changed along the way
- How you managed resources, including time and technology, to carry out your work
- How the project changed (or reaffirmed) your perspective on your subject matter or on writing

You are not limited to these items and do not need to cover them in this order; I am more interested to see that you understand the nuances of writing, persuasion, and design than to see that you've checked items off a list. You do not have space to cover everything, so choose the most important points. As with the design plan, I am your audience for this essay.

## **GOALS**

This project aims to (1) prompt our thinking on the ways that content is adapted for different rhetorical situations and media, (2) allow us to write for an audience larger than our classroom, and (3) give us practice with visual design and an unfamiliar genre (the infographic).

## Project 4: Infographic Schedule

Weekly Info: Conference Topics and Assignment Due Dates	Daily Topics	Daily Readings and Assignments <i>NFG = Norton Field Guide</i>
<b>Week 15: Dec. 1-5</b>  <b>Group conferences:</b> Brainstorming	<i>Mon.</i> Visual Rhetoric	McAshan, " <a href="#">Is Your Website Design CRAP?</a> "
	<i>Wed.</i> Rhetorical situation	<i>Norton Field Guide</i> , Part 1
	<i>Fri.</i> Photoshop tutorial	Design plans due by 4pm to Blackboard
<b>Week 16: Dec. 8-12</b>  <b>Group conferences:</b> Continued work on infographic, starting the explication essay	<i>Mon.</i> Typography & Color Theory	Read Coffin, " <a href="#">Typography 101: The Basics</a> "
	<i>Wed.</i> Remix & New Media	<i>NFG</i> , Ch. 7 <b>Signed policy agreement due</b> (p. 109 in <i>Composing Yourself</i> )
	<i>Fri.</i> Peer Review & Work Day	Be able to access a work in progress

The final infographic and explication essay is due on **Wednesday, December 17 at 11:59 pm** to Blackboard.