**Project #2: Digital Poster**

***English 102, Sheyda Safaeyan***

17 points, 25% Course Grade

**Due Date #17**

# **Assignment Prompt**

## 

Research results are intended to be shared. One way this is done in academia is at conferences through poster sessions. Another way might be a webpage for an organization. Both methods use a combination of text and images to convey a message.

## **Task**

Using your topic from Project #1, you will compose a digital poster that effectively makes and supports a claim to an audience.

## **Audience**

You are going to construct your own audience, but should consider designing the poster in alignment with presentation styles within your discipline. Your audience may be those at a conference in your major or field of interest or an interdisciplinary audience, or it may be a non-academic audience that might benefit from your work. You are required to select and outline your audience. If you elect to “present” to an audience at a conference within your major/field, you should identify the conference and who attends that conference. If you select a non-academic audience, you’ll need to provide a list of specific attributes that might cause you to design your poster a specific way (background knowledge, etc.)

## **Delivery**

Your digital poster may take the form of an infographic, a website, a slideshow, video or any other pre-approved digital format that allows for the combination of multiple types of composing (alphabetic text, audio, video, images). Consider [reviewing this list for possible technologies to use](https://docs.google.com/document/d/18AOEQ_-EaEXvnuJhQ-wX1e4ygRDI2gpbeQk03ScmvQw/edit?usp=sharing). You will select your own delivery method and digital tools, and present them in a proposal for this project. Regardless of which delivery method you choose, it should be thoughtfully selected. It should also consider that this poster should be understandable without a presentation, but also benefit from a presentation.

* **Textual Requirements:** There is not a specific word count, but the text of your poster should be easily read and understood. It should be clear, concise, and necessary for your rhetorical situation. You will need to consider font family, size, style, and color.
* **Image/Audio/Video Requirements:** Your poster may use images, audio, and or/video in addition to text. These elements should be clearly connected to the claim/evidence of the poster and should work with the text to make that claim and provide the necessary support. When selecting and incorporating these elements, be sure to include pieces that are necessary for the rhetorical situation.

***\*Please see “Grading Criteria” at the end of this prompt for the exact rubric that will be used to determine your grade.\****

## **Conventions**

## Your images and text should all have citations that accompany them. For an infographic, this might be a separate reference sheet with in-text citations; for a website this might be a reference page with in-text citations; for slides, this might be a reference slide with in-text citations. Remember that all material used that was not generated by you needs a citation. All posters should be accessible.

## **Course Objectives**

After completing this project, and its associated course module, you will have made progress towards the following student learning objectives:

* 1E. Adapt composing practices (including rhetorical choices) to a variety of audiences, purposes, and contexts.
* 2C. Use a variety of research methods, including primary and/or secondary research, for purposes of inquiry.
* 2E. Synthesize research findings to develop arguments.
* 2F. compose persuasive researched arguments for various audiences and purposes, and in multiple modalities.
* 3C. Explain why genre conventions for structure, paragraphing, tone, and mechanics vary within and across genres.
* 3D. Identify and effectively use variations in genre conventions within and/or across genres, including formats and/or design features.
* 3E. demonstrate familiarity with the concepts of intellectual property (such as fair use and copyright) that motivate documentation conventions.
* 4E. evaluate and act on peer and instructor feedback to revise their texts.
* 5A. Narrate their processes and progress as writers throughout Foundations Writing courses.
* 5B. Recognize and articulate how their values, goals, and/or circumstances inform their choices as writers
* 5C. Assess how writing experiences and artifacts might influence future writing situations.

# **Grading Criteria**

* includes your name, the date, the class section # on the poster somewhere
* includes a title on the poster somewhere
* selects a delivery method that is appropriate for the intended audience
* crafts the poster for the audience specified in the proposal  
  crafts an organized poster that follows genre conventions for:
  + layout (placement of elements)
  + design
    - font color, size, family, etc.
    - image/audio/video clarity and placement
* makes a claim
* supports the claim using
  + text
  + visual design
* evidence from Project #1 sources