

Cardinal Compositions

University of Louisville

ENGL 102: Infographic and Writer's Memo

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Cardinal Compositions, vol. 5 (2021), pp. 63-66.

Corresponding Essays

- Hattab, Kinsey. "Socially Just Pedagogy." *Cardinal Compositions*, 2020-2021 issue, pp. 16-20.
- Settle, Katherine. "Autism By An Autistic: Different Not Less." *Cardinal Compositions*, 2020-2021 issue, pp. 21-26.

Infographic & Writer's Memo

Due Dates

Assignment	Draft	Classmate Responses	Final
Research Proposal	11/11	N/A	11/15
Infographic	11/22	12/2	12/6
Writer's Memo	11/22	12/2	12/6

Overview

For your final project, you will create and design an infographic that utilizes credible research to address an issue of your choice, relating to community (local) **OR** culture (global). This project includes several components, which are 1) a research proposal outlining your plans for the infographic, 2) the infographic itself (the visual presentation of research & findings), 3) responses to your classmates' drafts, and 4) a writer's memo detailing your rhetorical choices, research process, and experience in creating the project itself.

1. **Research Proposal:** For your proposal, you'll need to create a 1-2-page, single-spaced document addressing all of these areas:
 - What research questions are informing your project?
 - What community or cultural issue will your infographic address?
 - What motivates you to design an infographic addressing this particular issue?
 - How will you design your infographic? What app will you use? And why will you design it this way?
 - List at least 5 potential sources you will use for your project. What research will you draw on (articles from class, outside research, etc.)?
 - What obstacles do you think you'll face?
2. **Infographic:** The goal of your infographic is to communicate your ideas and research about an issue or problem in a compelling manner. You'll want to consider which images and data can get across the main ideas of your research, without overloading the audience with paragraphs of text. Research data, images, and designs must be properly cited in your credits. **You must utilize and cite at least 5 outside articles/sources to create your infographic, which can be a combination of academic and nonacademic and primary and secondary sources.** You'll also want to think about order, mood, and effects (texture, designs, fonts, etc.) that can help do this work for you, and these are the rhetorical choices you'll explain in your writer's memo. There are several resources to help you create your infographic:
 - UofL Digital Media Suite home page: <http://louisville.edu/digitalmediasuite>
 - Make an Appointment with a Digital Media Suite Expert: <https://louisville.edu/digitalmediasuite/students>
 - Week 14: Creating and Designing Infographics (Course Module)

It is up to you how you would like to create and design your infographic: will you use Adobe Spark Post, InDesign, Canva, or another app? Whatever application you choose, it should help present your research in a way that is clear, accurate, and engaging, targeted toward your specified audience.

3. **Writer's Memo:** After you've created your infographic, you will write a 3-4-page, double-spaced memo that reflects on your research and creative process for this project. At the end of the memo, please include a "Works Cited" page that lists all of the sources you used in this project. **You must use at least 5 outside articles/sources, which can be a combination of academic and nonacademic and primary and secondary sources.** In the content of your memo, please answer the questions below:

- What is the context and significance of the issue you chose to address in your infographic?
- What design choices did you make while creating this infographic, and why?
- What did you learn about the rhetorical situation (issues of audience—including location—form, visual appeals, etc.) from creating this infographic?
- How did you choose the area that you researched? In retrospect, was it a good choice? Why or why not?
- What was your research process like? What steps did you take to complete the project? What have you learned about your own process?
- What are the strengths and the weakness of your project? What would you change if you had more time to work on it?
- What were you able to learn about the intersection of information literacy, community, and culture after completing this project?

4. **Responses to Classmates:** You will be writing a total of two responses to your classmates' drafts for our final project workshop. Each response is worth 25 points and should be 300+ words. Upon completion of all responses, you will receive 50 points in total. I will assign whose drafts you will respond to for each workshop and post those lists on Blackboard. Here are some things you should include for a good response:

- Begin your response with a friendly greeting, "Hi John," etc. Make sure that your response includes your name at the bottom (e.g. "Sincerely, Jane").
- Always begin by noticing what works well in the draft, e.g. organizational structure (*I notice that your infographic maps literacy practices in community X from 2000-2005 and is organized chronologically. I think that is a very effective choice for your research, since the audience will be able to follow your data easily.*)
- Give the writer work to do – what TASK(S) do they need to complete to make the draft better? (*I notice that your research questions appear at the end of your writer's memo instead of the beginning. In order to improve your draft, I think it would make more sense to include them when you give context for your project in your first paragraph.*)
- Be specific and use direct quotes and page numbers from the writer's draft(s) whenever possible.

All drafts will be posted on the discussion board during the week that they are due.

Final Project Checklist

This checklist includes your final project and all of the assignments that build up to it. Because the project is designed to showcase your revision process, you must submit all drafts on the days that they are due. Here are all of the assignments:

Research Proposal (100 total pts)

- ___ research proposal rough draft (20 pts)
- ___ research proposal final draft (80 pts)

Infographic & Writer's Memo (300 total pts)

- ___ infographic and writer's memo draft (50 pts)
- ___ responses to classmates' infographic and writer's memo drafts (50 pts)
- ___ final infographic and writer's memo (200 pts)