

Unit Assignment: Quick Reference Infographic

Objective

Create an infographic that illustrates your client (community non-profit organization) in relationships with the local community; that is, the infographic contextualizes your client in its community and serves as a quick reference for the audience.

Project Overview

In this assignment, you and your partner will create a quick reference infographic (hereon as QRI or infographic) targeted for a relevant local audience who is new to the client organization. Your infographic will illustrate the client as an organization and explain its relationship to the local community. The infographic must include definitions, descriptions, and instructions, which may include, but are not limited to the following: definition and description of the organization; instructions on how to contact the organization; and/or instructions to complete specific tasks, among other information pertinent to your purpose and audience.

Regardless of your approach to your QRI, you will practice the following:

- Analysis of rhetorical situation, including speaker, purpose, audience, and context
- Analysis of genre, including genre characteristics and purposes
- Identification and explanation of scope and sequence
- Creation of design template, including text, graphics, and formatting
- Composition and organization of textual and graphic elements
- Composition and production of a rhetorically situated quick reference infographic
- Creation and execution of usability testing
- Collaborative work on technical communication documents

Project Components

This QRI unit consists of three project deliverables, a usability test, and a reflection letter, which will be completed in the following order and worth the following percentages of the unit grade:

- | | |
|--------------------------------|-------------|
| 1. Documentation memo | 10% of Unit |
| 2. Design template | 20% of Unit |
| 3. Quick reference infographic | 50% of Unit |
| 4. Usability test and report | 10% of Unit |
| 5. Reflection Letter | 10% of Unit |

Evaluation and Grading

The components of this project will be graded holistically, with emphasis on content *and* form, as well as understanding of the rhetorical situation. All components will be graded on issues of assignment, focus, support, organization, and editing and proofreading.

1. Documentation Memo

The first component of this project is a one-page documentation memo.

Purpose

The purpose of the documentation memo is to analyze and document the speaker and audience's needs in relation to your identified purpose; outline the scope of your project—the infographic; and request approval for your project. Additionally, this memo challenges you to consider not only the product, but also the process of developing rhetorically situated document.

Content

Your memo content may include, but is not limited to, answers to the following questions:

- Who is your audience, in specific terms?
 - What is the audience's general background knowledge of the speaker?
 - What particulars do you want your audience want to learn?
 - How will your infographic address the audience's needs?
- What is your purpose, in specific terms?
 - What functions, features, or other elements you will highlight in your infographic?
 - What definitions, descriptions, and/or instructions will you develop to make your audience more knowledgeable about the client organization?
 - What is your own background and experience related to your purpose?
 - What research will you need to do?
- What document design elements will you use in your project?
 - What textual and graphic elements will you integrate into your project?
 - What composing technologies will you use to create your product?
 - How will your document design reflect the speaker and purpose?

Form

Your memo content should address the questions provided above as well as any other information pertinent to this project. Remember you want to establish a professional tone of competency and thoughtfulness.

- Begin your memo with a statement of purpose
- Write a brief overview that quickly summarizes the memo
- Offer concisely written, well-organized paragraphs that respond to the assignment
- End with a brief summary statement, recommendation, or plan for action
- Use full block format with an original header and correct margins, spacing, and fonts
- Add section headings to help readers navigate the document and locate information

Memo Audience

Your documentation memo's audience is your instructor.

2. Design Template

The second component of this project is a design template.

Purpose

The purpose of the design template is to provide specific page layout and design attributes for creating your infographic. This design template allows you to explore your own design aesthetic while applying design principles to meet your audience's needs. Following design and layout principles discussed in class, you will develop your template to include both thumbnail sketches of your infographic page layout and a listing and/or depiction of your chosen design attributes.

Content

Using Microsoft Publisher or other publishing software program, you will create a design template containing the following information:

- Title for your design template
- You and your partner's name and date the design template was last updated
- Thumbnail sketch of your one-page quick reference infographic layout, including specifications for margins, justification, paragraph spacing, column layout, image/icon placement, image captions, note/tip/warning placement, white space use, border placement, and/or header/footer placement, among any other elements
- Listing and/or depiction of design attributes, including font color, face, size; emphases for title, header, body, caption, callout, header, footer, and any other text; color scheme for document; bullet styles for unordered and ordered lists; table design attributes; callout format; and/or file formats and resolution for icons and graphics, among any other elements

Format

Your design template is a display of your design knowledge, creativity, and logic, and also it should follow the following specifications:

- Title, header, and headings
- Detailed thumbnail sketch(es) and design attributes for quick reference infographic (thumbnail sketches may be "life size," if needed)
- Name, last updated information, and page number in footer
- As many pages as necessary with 1-inch margins

Memo Audience

Your design template's audience is your instructor. Also, consider your client organization as a secondary audience, as the client will be interested in your design choices.

3. Quick Reference Infographic

The third and most significant component of this assignment is a quick reference infographic (QRI or infographic).

Purpose

The quick reference infographic should be developed in the infographic genre in terms of content and design, *and* it should blend in the informative attributes of a quick reference card or fact sheet. The QRI should be targeted for a relevant local audience who is new to the client organization. Your infographic will illustrate the client as an organization and explain its relationships to the local community, and you will practice writing definitions, descriptions, and instructions.

Content

After submitting your documentation memo and design template, you and your partner will conference with the instructor. Once you receive approval for your project, you will be ready to create your QRI.

When composing your infographic, remember to refer back to your rhetorical analysis of the client explored in your documentation memo. In addition to foregrounding your audience's needs, consistently apply your design template to develop your infographic.

Your QRI will illustrate the client as an organization and explain its relationship to the local community; that is, your infographic will define, describe, and illustrate the client as a whole organization, and it will show and explain connections to and relationships with stakeholders and other relevant organizations in the local and larger communities.

Also, your QRI must include definitions, descriptions, and instructions. This may include, but is not limited to the following: a definition and description of the organization; instructions on how to contact the organization; and/or instructions to complete specific tasks, among other information pertinent to your purpose and audience.

As you work out the content and design of your infographic, you may need to revise aspects of your design. Such a revision is expected as you enact the plans outlined in your memo and design template. If you have any questions, please contact your instructor.

Format

Using Microsoft Publisher or other publishing software program, follow your own your design template specifications and develop your QRI. The only stipulations of the project are that 1) your deliverable must be publishable for both print and web, and 2) it must address the specific requirements and needs of your rhetorical situation and genre blend.

Infographic Audience

Your quick reference infographic's audience is your target audience, with a secondary audience of your client organization, as the client will be interested in your final product.

4. Usability Test and Report

The fourth component of this assignment is a usability test and report.

Purpose

The purpose of usability testing is to collect information about the effectiveness of technical communication documents and ensure that they achieve their purposes. Usability testing provides an opportunity to find problems with logic, reasoning, and formatting and revise for effectiveness, as well as catch and fix proofreading and editing errors.

Content and Format

Once you have drafted your infographic, you will test its effectiveness with real users. Your usability test should allow you to observe users interacting with the site, as well as your users for feedback on the design, usability, and overall effectiveness of the deliverable.

For your usability test, plan and develop a testing procedure. Create a worksheet for your test users to complete. Also, ask your users to comment on their experience, using questions and scales for response, such as the following:

- What suggestions would make the QRC more effective/easier to follow?
- What things could have been changed?
- What could have been removed and/or added?
- On a scale of 1 to 5, please rate how easy the steps were to follow:

1	2	3	4	5
Very Difficult	Fairly Difficult	Neither Easy nor Difficult	Fairly Easy	Very Easy

Following your usability testing, write a report that includes testing instructions and questions for users; methods of evaluation; notes and observations during the test; and a brief report that details results of the test and how you revised your deliverables in response to these results.

Usability Test Audience

Your usability test's audience is your peers, who will serve as target audience members.

Usability Test Report Audience

Your usability test report's audience is your instructor, with a secondary audience of your client organization.

5. Reflection Letter

The fifth component of this assignment is a formal reflection letter.

Purpose

Your reflection letter will be a rhetorical analysis formatted as a formal letter that examines your attempts to communicate with your audience by reflecting on various argument components. Rhetorical analysis is important because all texts are created with specific audiences in mind and most are meant to move readers to action.

Content

You will write a one- or two-page formal letter addressed to your instructor that responds to the following points that require you to reflect on your writing and design process; analyze the rhetorical situation and your rhetorical choices; and provide an assessment of your work, including your contributions in relation to your partner's contributions.

Audience: Who is the text written for? Obviously, your intended reader plays a large role in how the you appeal to the audience. An audience consisting of children, for example, calls for very different strategies than an audience of economists.

Purpose: What are you as the author attempting to persuade the audience to think, feel, or do? What choices did you make to achieve this purpose, why did you make these choices, and how do you know they are effective?

Context: What is the situation in which your infographic exists? This situation considers social, historical, political, ideological, and economic issues, among a myriad of other circumstances surrounding the task and writing.

Design Principles: What design principles did you take into account when designing your infographic? How do they demonstrate your understanding of the rhetorical situation?

Self-Assessment: What did you learn from this unit and how did you apply it to your project? What time and effort did you spend on your work? How did you contribute and your partner specifically to this project? How was your partnership's learning process and overall cooperation? Lastly, what grade would you give yourself? Specifically, what grades would you give for the documentation memo, design template, and quick reference infographic? Justify these grades using the information and questions above.

Format

Format your letter as a formal business letter, with the following specifications.

- Include all letter genre characteristics, including header, greeting, and salutation
- Write concise, well-organized paragraphs that respond to the assignment
- Use full block format with correct margins, spacing, and fonts

Reflection Letter Audience

Your reflection letter's audience is your instructor.