Module 6

thinking about visuals at work
→ due by 5pm on Sun 3/6 (note: more time!)

PURPOSE OF THIS MODULE

The purpose of this module is to allow you to:

1. conduct some initial research—using library databases, web sites, and humans;

2. draw some conclusions about how visuals are put to use by people who work in a particular job within your field; and

3. gather and present examples of visuals used by people in a particular job within your field.

The product of this module is a brief web-based presentation in which you: a) identify a job title that appeals to you; b) introduce documents typically produced by someone with this job title, c) analyze three sample visuals typically produced by someone with this job title; and d) provide some conclusions about what you found.

OVERVIEW

For module 2, you conducted a communication audit by gathering documents and analyzing select visuals from those documents. We focused specifically on what the visuals were and how they worked in the document.

For this module, you will gather sample documents that people in your ideal profession/job typically create, and focus in on the types of visuals that they produce.

This module is research-based. You must refer to at least two journal or trade magazine articles (for instance, professionals in technical writing read Technical Communication; many professionals in web development read the online journal boxes and arrows; many professionals who work in book publishing read Publishers Weekly).

You will need to gather, analyze, and present both textual information (e.g., summaries and quotations) and visual information (e.g., example documents) in your report. That is, you will have to both tell and show.

You will produce your work in a short presentation using the online presentation-creation tool Prezi.

GETTING STARTED: DESCRIBING YOUR FIELD AND CHOOSING YOUR FOCUS

1. Draw up a list of job titles of professionals in your field of interest, e.g. copyeditor, acquisitions editor, web developer, media specialist, social media manager, event planner, public relations writer, etc.
2. Use the WetFeet career guides (available through MySpartanCareer), general job search sites (e.g., monster.com), or industry-specific job search sites (e.g., idealist.org, mediabistro.com, bookjobs.com) to find and review some job descriptions.

3. Once you’ve identified a job you might be interested in pursuing, consider: what do people in this position do? What kinds of documents do they prepare?

4. Find samples of the kinds of documents people in this position write. What kinds of visuals are in these documents?

COMPLETING THE ANALYSIS

5. The product of this module is a short, stand-alone presentation using either Prezi or Vuvox. Play with both tools and select one that you find works best; outline your presentation and collect relevant images and quotes before uploading it all to the web.

Note

“Stand-alone” means that I will be viewing your presentation on my own, from the web. You will not be delivering the presentation yourself.

5. Consider these questions as you develop your presentation:

- What **textual information** do I want to include? How can I tell people about the job title I focused in on and what documents people in this career produce?
- What quotes, passages, examples, etc., do I want to integrate from the research I’ve done?
- What **graphical information** do I want to include? How can I show people about the types of documents and, specifically, visuals, people in this job create?
- What examples, illustrations, graphics, photos, etc., do I want to integrate from the research I’ve done?
- How can I best sequence the order of textual and graphical information? How am I going to structure and/or organize the information?
- How long is my presentation going to be? How will I move the viewer through the presentation?

CREATING YOUR PRESENTATION

6. Your polished and final presentation will be graded on how well you’ve made this understandable for readers of these public presentations and will include:

- a starting point that offers a meaningful title (e.g. “Document Design of a Media Specialist”), an overview of the contents, your name and contact information
- an introduction that includes the job title you are focusing on, and a description of what that job entails
- an overview of the types of documents that people with this job title produce
- an analysis of three visuals people with this job title produce
- a set of conclusions reached, in which you summarize your findings
- a works cited/sources consulted section (MLA and Chicago accepted)
- appropriate and rhetorically sophisticated animations and/or transitions

TURNING IN YOUR WORK AND GETTING CREDIT

Upload the url for your Prezi or Vuvox to ANGEL by Sunday 3/6 @ 5pm. 100 pts possible.