

Threshold Concept: DH is about Awareness of Audiences and Audience Awareness

WRITING 121 DOC MCGRAIL WINTER 2015 WRITING EXERCISE

### AWARENESS OBJECT/ARTIFACT/RIBBON

Choose a cause to advocate for, create an awareness object/artifact/ribbon, draft a brief statement of purpose.

TOPIC: Your Choice of Cause: something you care enough to advocate for. Check out some here if you are not sure what we mean by "cause" <http://www.csus.edu/indiv/k/kiddv/ComsSites/advocacy.html>—but

WHEN is it DUE IN CLASS?	WHAT IS DUE?	WRITING DUE
Monday Jan. 12 at 10 am in class	Awareness object/ribbon/ artifact--like a ribbon, bracelet, sticker or some kind of "Swag" that you might hand out to raise awareness of a cause you care about. Some examples from one designer are here: <a href="http://korimaughmer.com/work/yelp.html">http://korimaughmer.com/work/yelp.html</a>	Write up a one-page typed Statement of Purpose and bring to class to share on Monday

### HOW MANY COPIES? 1

### WHAT IS THE RHETORICAL SITUATION FOR THIS WORK?

Think of Lance Armstrong's "Live Strong" yellow wristbands; breast cancer awareness "pink ribbons"; pencils for SMART programs in school ("Start Making a Reader Today"). Raising awareness about any cause has both an informative purpose and a persuasive purpose. Consider your purpose when choosing your colors and design.

- **Purpose:** Try out advocating for a cause that interests you by using color and other design features to create an artifact--ribbon, bracelet, any other kind of "swag" you might give out at an awareness event or information booth--that supports your cause and invites others to think about your cause after they leave your presence.
- **Audience:** Your classmates and the Lane County public—imagine you will either distribute this at an advocacy event or mail it out to your mailing list.
- **Rhetorical appeals:** Use what you are learning about pathos and color in your textbook, and think carefully about the associations that will come with your chosen color's hue, saturation and brightness. Think about how your target audience will read or interact with your artifact. What will make it worth wearing/posting/sharing/using?

### HOW CAN YOU LEARN HOW TO DESIGN SWAG OR A RIBBON?

This is an exercise in the rhetorical uses of color, utility and audience expectation, as well as a chance to try out creating a concrete object to convey abstract meaning. Use the website <http://korimaughmer.com/work/yelp.html> and other websites to get examples.

### HOW CAN YOU LEARN HOW TO WRITE AN AUTHOR STATEMENT OF PURPOSE?

This is an informal dry-run in creating a statement of purpose. Write what you know about your purpose, your

audience , the context you are imagining for your object and how your design fits these. Later this term we will develop more formal statements (see page 288 for an example of the format.)

**WHAT IS YOUR TOPIC? A cause that is meaningful to you and to your audience**

Keeping all of the constraints and possibilities in mind, develop your idea based on something you already know and care about and would like to advocate for.

**GRADING RUBRIC for YOUR AWARENESS OBJECT/ARTIFACT/RIBBON**

You bring it to class on time.

You create an object (artifact, ribbon etc) for a a meaningful cause you care about and know enough about to advocate for.

You demonstrate that you understand the rhetorical situation and the conventions of the artifact you are creating (how it might be used/worn)

You use what we are learning about color (p. 249-251) to think about hue, saturation and brightness

**GRADING RUBRIC FOR STATEMENT of PURPOSE**

You bring it to class on time.

You reflect on what you chose/created and share what your purpose, audience and context are.

You demonstrate that you understand how the use of color is associated with your cause and affects your audience (words of pathos like "hard/soft/inviting/exciting/shouting/cheering/loud/quiet/moody" help demonstrate this

Your statement is in a logical order leading your reader through an analysis of your work

You discuss your overall design choices and thoughts.