Memo:

For the infographic assignment, I had to choose from the project proposal document and the extended definition document in order to develop two infographics. I chose to work with the proposal document since I thought that I could make two great infographics where I could address the issue of students not coming to the writing center.

The two audiences I chose for the infographics were the management of the Germantown Writing Center and the student at Montgomery College. I chose the management of the Germantown WRL Center to suggest how to provide the best experience to the students and how to promote the writing center to the students. The second audience I chose was the students at Montgomery college and my goal was to show students what a writing center does, what kind of services they provide, and how they are committed to their social justice promises.

The first infographic I created was intended for the student audience where I provided an explanation on what is the purpose of the writing center. I also provided all the services that the writing center offers and weekly schedules and provided a link to where to make the appointment. I tried to make the infographic as simple as possible with very few pictures since the infographic is educational and only intended for students.

In the second infographic, I listed four ways to bring more students to the writing center. This infographic was intended for the management of the Germantown WRL Center. To make the visually appealing, I added pictures and different colors to this infographic. The infographic includes 4 steps for promoting the writing center with a short explanation for each step.

After creating the infographics, I created a rhetorical analysis video where I discussed my design decisions in relation to the subject and audiences I chose. I also explained how I attempted to achieve my goals and point out specific design elements.

The feedback I got from my peers was very positive. One of my peers, Kevin Coello, liked both the infographic. He thought the information given in the two infographics was very relevant to the audience. He also liked the colors and icons that I chose in both the infographic. However, he pointed out some of the typos that I had in my infographics. In my final submission, I edited both infographics and fixed the typos.

The second feedback I got was from Jonathan Lare. His feedback was also mostly positive as he thought that the two infographics were very aesthetically pleasing. He also thought I did a good job of making the two infographics look different and presenting the information differently for two different audiences. However, he thought the first infographic looked more like a flyer than an infographic. In my final submission, I made some changes to the infographic so that it doesn’t look like a flyer. I removed the last part of the infographic where I provided the schedules and appointment link and replaced it with a new section where I discussed the social Justice promises of the writing center. I believe this will make it look less like a flyer and more like an infographic.