

To: Dr. Mericle, Professor
From: Carson Hedrich, Student
Date: December 2, 2025
Subject: Major Project 3 Reflection

This memo details the contributions of each member of our group, as well as key choices we made during our design process. The key choices are broken down by deliverable.

Collaboration

My specific role in the group was the design lead, and my contributions were focused most on the brochure template. I made the major design decisions for the brochure, including the 4 section format, what each section should include, and how to make it enticing for new members, in both the written and visual components of the brochure. At specific parts, such as some of the color or visual selections, I requested feedback from my groupmates, as a sort of limited polling to judge how it looked. I also contributed most directly to the future updates section of the recommendation report, which made sense as the deliverable I worked the most on was something intended to be updated on a semesterly basis. I also contributed to overall organization decisions for the report, and providing feedback on the other members' work.

We designated Tim as our project manager, and he did a great job. He took the lead on coordinating our efforts, checking in on our progress, and he made the most major contributions to the recommendation report. He also helped out with the deliverables, in a more supporting role, providing feedback and helping us get past any sticking points.

David took the lead on the video demo. He wrote the script and recorded the voiceover and visuals. As a part of VGDev himself, he was able to best decide what should be focused on for new members. He also contributed mostly to the summary section of the recommendation report.

Overall, our collaboration was effective, and our workload was divided evenly. Each member took the lead on a deliverable of the project, and assisted with the other deliverables as needed. We were able to complete most of our work asynchronously, which was beneficial due to busy personal schedules.

Communication Choices

Our target audience for each deliverable was clear from the beginning. The brochure template targeted potential new members, while the video demo targeted new members to the club that were unfamiliar with the workflow using Github for project management. The recommendation report would be directed toward the VGDev leadership, the people who would be considering accepting our deliverables or not.

Brochure

With this in mind, we designed the brochure to be both attractive and informative. As a first impression for interested students, we chose a genre that would be interesting, and something they could hold, read, look at, and engage with in the hopes of capturing the widest audience. The brochure has pictures, a timeline, and calls to action with QR codes to scan. We also considered that this is a student organization, so communication is peer to peer. With this in mind, we used a friendly, informal tone in our writing, and used language to make the reader feel wanted by the club as a means of being inviting.

We wanted to give the audience a sense for what the club is like, past work, and what kind of person would be great to join the club. To achieve this, we gave specifics on what kind of work can be done in VGDev: art, programming, music, and design. Anyone with experience in these areas would be able to know they could jump right in and contribute, while people who have no experience but are interested in getting some could use the club as a learning experience.

Video Demo

The genre of the video demo aligns most similarly to an instructional guide, or training material, and as such, we used a different tone. As a purely educational deliverable, there was no need for persuasive/enticing visuals. Instead, the script and visuals have the purpose of facilitating people's learning. The tone is informal and confident, to prevent disengagement that might come from boredom. The visuals keep people's attention, while also being useful themselves. The visuals are what the watcher would be seeing, such as the Github repository page, Github desktop, and other relevant pages. The demo could be used as a follow-along guide for someone with no experience, or as a refresher for someone who just needs a reminder of how to use the tools. The demo is only approximately 8 minutes long, keeping it concise, easy-to-follow, and engaging for new members to the club.

Recommendation Report

For the recommendation report, the tone is more formal, but we deliberately kept our information concise and instructional. For the VGDev leadership, we take up as little of their time as possible, while also doing our best to provide dense recommendations to persuade them to adopt our deliverables by showing their merit. While the tone is formal, we also wanted to make sure we use kind language as we inform them what is missing or "wrong" (for lack of a better word) with their current materials. We wanted to make sure our criticism was purely constructive, and show them that we were working with them to help them improve their materials. As an example, we acknowledge their limited physical presence on campus in the summary portion, and state that our brochure template would help improve that, and provide evidence as to why we believe that. We state their shortcoming, but don't overly focus on it, as they are likely aware of it. We just need to bring it up as context for our recommendation.