Research Topic:

The fast fashion industry contributes significantly to environmental degradation through excessive waste, water pollution, and unsustainable production practices, raising concerns about consumer responsibility and sustainable alternatives.

Intended Genres & Rationale:

1. Instagram Infographic Post

- Rationale: Social media platforms like Instagram are powerful tools for spreading awareness, especially among younger consumers who are the primary demographic for fast fashion. Infographics are visually engaging and easily shareable, making them effective for educating audiences.

- Genre Conventions:

- Use of a visually appealing template with bold, contrasting colors

- Brief, impactful statistics and facts

- Hashtags (#FastFashion #SustainableFashion #EcoFriendly)

2. Opinion Editorial (Op-Ed) Article

- Rationale: An Op-Ed provides a persuasive argument about the dangers of fast fashion and encourages readers to make sustainable choices. This format is ideal for discussing policies, ethical concerns, and consumer responsibility.

- Genre Conventions:

- Strong, clear thesis statement

- Evidence-based arguments with expert opinions and statistics

- Call to action encouraging readers to support sustainable brands

3. Short Documentary Video (3-5 minutes)

- Rationale: A short documentary format is engaging and allows for a mix of visuals, interviews, and narration to illustrate the consequences of fast fashion. Videos are widely consumed online and can be easily shared across multiple platforms.

- Genre Conventions:

- Footage of landfills, textile waste, and production processes

- Voiceover explaining key points and statistics

- Interview clips with environmental activists or sustainable fashion experts

Initial Plan for Each Genre:

1. Instagram Infographic Post

- Materials Needed: Canva or Adobe Illustrator, relevant statistics and sources, engaging visuals

- Time Estimate: 3-4 hours for research, design, and revisions

- Potential Problems: Ensuring the infographic is visually appealing yet informative without overcrowding text

2. Opinion Editorial Article

- Materials Needed: Research articles, statistics, examples of sustainable alternatives, strong argument structure

- Time Estimate: 5-6 hours for writing and editing

- Potential Problems: Making the argument compelling without being overly biased; ensuring sources are credible

3. Short Documentary Video

- Materials Needed: Video editing software, stock footage or original clips, interviews (if possible)

- Time Estimate: 8-10 hours for scripting, filming, and editing

- Potential Problems: Access to quality footage; ensuring video length remains engaging without overwhelming viewers

This project will provide a diverse, engaging look at the issue of fast fashion while appealing to different audiences through multiple mediums.