

Project 1 – My weakest piece

This was the first project I have ever undertaken in the Professional Writing major, so it was the way I gauged what sort of work I would be doing for the duration. Before project 1 I had little to no idea of what Professional Writing even entailed. From the project I learned that there is no overthinking facets that affect an organization's relationship with its consumers. Every little thing should be considered in order to make the consumer experience all that it has the potential to be. Rhetoric is everywhere and can unintentionally work for or against the organization's main goals. This project as a whole was my biggest failure because I tried to bite off more than I could chew. You, Casey, consistently warned me that I was thinking too big with what parts of the organization I was analyzing. I was stubborn and now know to think big, but also realistically. When it comes to my document design I am now aware that less is more. I tried to get too cutesy and fancy, but ultimately hindered the usability of my document.

Project 4 – My strongest piece

My favorite and incidentally my strongest piece from this year would have to be the logo I designed in partial collaboration with Jackie for Nuestros Cuentos. While it did start out as a group effort, by the end of the project I considered it my baby. The design utilized many of the main aspects we learned were part of professional writing, including the use of rhetoric, research, and collaboration to get the job done. While creating the logo I needed to keep in mind the goals of the organization while also keeping the final design usable across different projects and platforms. If the design looked great big but could not be used at an icon size that would defeat the purpose of it even being a logo. At the same time, we wanted the initial glance to reveal what Nuestros Cuentos is all about. This piece helped me to explore design and photoshop, both of which I learned I enjoy working with. I also found that creating a single piece which incorporated dozens of ideas and opinions was actually a lot easier than it seemed and a great deal of fun.

Project 3 – Learning through collaboration

The Nuestros Cuentos were an entirely collaborative work between the members of our group. Credit for the flier design goes to Hannah, but the color scheme was the class', the headers were collaborated on by our group, and the content was painstakingly crafted by everyone's individual and group efforts. I have never worked for a client before, let alone for a client alongside a large team. PW is so much more teamwork than I first thought coming into this class. But after working for almost fifty percent of the class in groups I now know that it involves much more coordination than I originally thought. While working with my team I found that my writing, which includes visual rhetoric as well, is extremely versatile. No matter how much my writing is critiqued and changed with the help of others, it keeps getting better. I used to have more of a writer's ego (nobody touch or change my work) but now I'm extremely comfortable watching what I write change. And best of all, from this piece I learned that I do not actually hate group work! Sometimes it is tedious, but most of the time it is a rewarding and positive experience.