

ASSIGNMENT #4: Group Redesign Project (Memo and Design Document)

POINTS: 10 completion credits

DUE: Assignments in D2L by midnight Sunday of Week #6

FORMAT:

- **As a group, create a one-page redesigned WSU flower flier.** There should be at least one graphic and much thought given to color (or the lack thereof); font type and size; alignment; proximity; and contrast.
- **As a group, write a formal memo no longer than one page sharing your critique of the original flier with peers and instructor.** Your memo should have two sections: 1) a specific critique of the original flier; 2) specific rationale for your redesign choices. Reference the design principles you read about in Robin Williams' textbook. To boost readability, consider headings and subheadings, as well as emphatic features, as necessary.

ASSIGNMENT DETAILS:

With the members in your writing workshop, which I trust you've developed some level of comfort with, please work collaboratively to:

First, critique the WSU Campus Flower Flier posted in D2L. What works, what doesn't work? Formalize your critique in a MEMO addressed to your peers. You will finish this memo once you've completed the redesign and include a section that states your specific rationale for revision choices relative to Williams' four principles.

Second, compose a new flier with the same purpose (*though you may decide to include more information, maybe less...*). Consider where it may be posted as well as likely audience. Understanding these details, as well as general expectations of the genre, will help you create a more rhetorically effective document.

Submit your two documents via D2L by midnight Sunday of Week #6. In the comment box, write a 3-4 sentence summary detailing how you divided tasks, worked as a group and handled the drafting and revision process. This requires both accountability and reflection; up 3 points will be subtracted from your grade for omitting this information.

I will provide each member of the group the same score out of 10 points based on the following GRADING RUBRIC for Assignment #5:

FLIER REDESIGN (5 points)

- ☐ **Design elements** (that consider proximity, alignment, contrast, repetition)
- ☐ **Language** (that is clear, readable, accessible, necessary, correct)

MEMO (5 points)

- ☐ **Format** (followed instructions and met readers' expectations)
- ☐ **Content** (provided a complete and specific explanation of rationale as required by assignment; referenced Williams' four principles)
- ☐ **Sentences** (used correct sentence-level skills and concise writing)