

To: Lupe Linares
From: Mateen Mohamed & Jad Saouma
Subject: English and Tech
Date: Feb 28, 2023

To Lupe Linares,

We are excited to share our infographic about the relation between English major students and technology with you as we experience a lot of misunderstanding between these two fields. Specifically, that English major students think that they do not have a role in tech and they can't contribute to the new technologies or any tech progress that is happening. The infographic was created to inform potential students about the benefits of pursuing an English major in the technology industry and how technology helped English majors in their field (collaboration, smooth source access to ebooks, citation).

In this memo, we will highlight three key rhetorical and design concepts used in the infographic: audience, contrast and alignment.

- **One of the key and most important rhetorical choices made in the infographic is the consideration of the target audience.** The infographic is aimed at potential students who are coming to CSS or undecided for pursuing an english major in technology. We tried to make that language in the infographic as clear and as easy as possible to understand so we simplify it and not make it complicated. The infographic highlights some IT jobs that an English major can obtain, what are the main technologies that tech provides to English majors to make their work easier, and the advantages of technology in English majors.
- **Another Key design choice made in the infographic is the use of contrast.** We used three main colors: blue, purple and yellow. The reason behind using the blue and yellow is because it correlates with the school color logo, and for the purple and yellow, we used that because it is very eye appealing contrast, as well as the yellow and purple to make it easier for the viewer to navigate from a section to another, as most if not all of the different sections ends with a purple color and start with a yellow. Other than the colors, it used different fonts and sizes to draw attention to important information and create a visual hierarchy. The font size and style are also varied to create emphasis and contrast. The headings are in bold and larger sizes while the body text is in a smaller font size.
- **Lastly, alignment is another important design choice made in the infographic.** The infographic uses a grid system to ensure that the content is well-organized and easy to navigate. Each section of the infographic is aligned to create a cohesive and visually pleasing layout. For example, the text boxes and images are aligned to create a clear hierarchy of information. The alignment of the infographic also helps to create a sense of unity and balance, which aids in the overall aesthetic appeal of the infographic.

As for the raw data set, we drew our information from students in the English major and from students who are interested or are attending the University for the English major. We chose these groups of students because we think that they would have the higher impact and interest towards the survey because they are or will be in the English major field soon.

The Bureau of Labor Statistics shows the demand for English majors as well as IT and we were able to see the difference between these two fields from salaries to employment to degree needed and multiple other stuff. It shows that English majors have a great opportunity to use their English skills with some technology skills and apply them in one position that could possibly be better off than other positions.

As part of the process of creating an infographic about the English major in technology, we conducted primary research to gather information and insights about the topic. The primary research we decided to conduct included interviews with English majors who had pursued careers in the technology industry, surveys of potential students, and a review of relevant literature and articles on the topic. The survey included some questions that would help with giving us an idea about how many people are interested in english, tech, or english and tech together. The survey was composed into 3 questions: "are you interested in an english major?", "are you interested in tech?", and "if you are an english major, would you work in a tech field that needs english skills as well?".

We chose to conduct primary research for several reasons. Firstly, we wanted to ensure that the information presented in the infographic was accurate, relevant, and up-to-date. Secondly, we wanted to understand the perspectives of current English majors and potential students, as well as industry professionals, to create a comprehensive and well-rounded infographic. Lastly, we wanted to provide readers with insights and data that they could not find elsewhere, to create a unique and valuable resource.

In conclusion, the English Major in Technology infographic effectively uses rhetorical and design choices to communicate its message to the target audience. By considering the audience, using contrast, and alignment, the infographic is able to convey the benefits of the English major in technology in a visually appealing and organized manner.

Sincerely,

Mateen Mohamed & Jad Saouma

Citation

Bloom, E. (2011, June 13). *5 great IT jobs for English majors*. Computerworld. Retrieved February 28, 2023, from <https://www.computerworld.com/article/2740671/5-great-it-jobs-for-english-majors.html#:~:text=These%20jobs%20are%3A%20Social%20Media,Materials%20Development%2C%20and%20Business%20Analyst>

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Link to the Google Form:

https://docs.google.com/forms/d/1rCQTN0r4HmDd2M9bgzu7_yf6XXwriGVh3tAcTDnp80k/edit