

# Final Presentation

## Innovation Project

GROUP 4

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## Recommendations Overview

- ❖ Recommendations Report
  - ❖ Borden Dairy
  - ❖ Stop the use of plastic milk jugs
  - ❖ Rhetorical Situation
  - ❖ Audience Analysis
  - ❖ Contexts of Use and Production
  - ❖ Headings and Subheadings
  - ❖ Using questions as headings



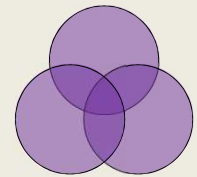
## DIY Overview

- ❖ DIY Webpage
  - ❖ Create an ottoman out of plastic bottles
  - ❖ Audience Analysis
  - ❖ Technical Illustration
  - ❖ Logical Chunks
  - ❖ Technical Definition and Description



## Rhetorical Situation

- ❖ Audience:
  - ❖ Borden Dairy Consumer Care
- ❖ Purpose:
  - ❖ Consider the impacts of plastic in our world
- ❖ Action:
  - ❖ Switch from plastic to glass milk bottles



## Audience Analysis

- ❖ "Carlos" Consumer Care Representative
  - ❖ Thinks about Borden's image
  - ❖ Evaluates customer desires
  - ❖ Is this option feasible?
  - ❖ Easy to summarize for boss

## Contexts of Production and Use

- | Production                                    | Use  |
|---|--|
| ❖ Two students of ENGL 302                    | ❖ Primary – "Carlos"                         |
| ❖ Secondary Audience – Ms. Salter             | ❖ Secondary – Managers and Department Heads  |
| ❖ Tertiary Audience – K-State Administration  | ❖ Tertiary – Media which may receive report  |
| ❖ We are representing K-State                 | ❖ Milk Experts                               |
| ❖ Make valid argument with researched sources | ❖ Issues with packaging should be well known |



## Headings and Subheadings

- ❖ Create sections in report
- ❖ Ease of Reading
- ❖ Questions as Headings
  - ❖ Help to guide readers thoughts
  - ❖ Make the document easy to scan



## DIY Project – Audience Analysis

- ❖ People who use plastic bottles
- ❖ Care about their environment
- ❖ Want to have fun
- ❖ Crafty – Use of sewing machine



## Technical Illustration

- ❖ Create a model showing layers
- ❖ Adobe Illustrator
- ❖ Cut away outside
- ❖ Help to demonstrate assembly



## Logical Chunks

- ❖ Introduction
- ❖ Materials
- ❖ Base
- ❖ Cover
- ❖ Technical Illustration
- ❖ Conclusion



## Technical Definition and Description

- ❖ Parenthetical (Inside of parenthesis) Phrases
- ❖ Bullet Description
- ❖ Illustrate more clearly tasks
- ❖ Label Images with description



## Conclusion

- ❖ Recommendations Report to Borden
- ❖ DIY Ottoman
- ❖ Any Questions?

