TO: Writing 350 Students

FROM: Andrew Davis

RE: Digital Media Literacy Infographic Reflection and Rationale

DATE: 12 February 2015

The final component of the infographic unit is the reflection/rationale memo report. The primary function of this document is the articulation of the rhetorical choices you made in the infographic, and how you applied the concepts of visual rhetoric and visual design to this project.

**Assignment**

Compose the reflection as a 300-500 word memo. You may use this assignment description as a format guide. Your reflection memo should address the following:

*Visual Design*

Explain and contextualize the design choices you made for the infographic. Some possible design choices you may reflect on include:

* Color
* Proximity/Layout of elements
* Alignment
* Typography
* Use of visuals/graphics
* Consistency and contrast of elements
* Overall length of the infographic
* Visual integration of source citations

You aren’t limited to these, and you obviously don’t have to explain every single design choice in this memo. Focus on the choices you found most relevant. As a part of this section, write about at least one design element that gave you trouble, and how you addressed that concern in your design.

*Visual Rhetoric*

Think about the purpose and audience of your infographic. Given the assignment’s stated audience of undergraduate students, in what ways does your infographic specifically address this audience? Did any of your design choices specifically reflect that audience? What was challenging about designing for this particular audience?

Also consider the purpose of the infographic. Does the message of your infographic match the medium? Given the content you included, and the design choices you made, is “infographic” the best way to package your message and deliver it to your audience? If you were to change the medium, for example, what elements of your message would have to change?

*Peer Feedback and Rubric Outcomes*

Finally, consider the feedback you received from me and from your peers in designing the infographic. Write about at least one piece of feedback that you received from a peer, and discuss the choices you made as a result of that feedback. You can also talk about whether viewing your peers’ infographics influenced your own design in any way.

**Audience**

The primary audience for this memo is you. The overall purpose of this course is to provide you the rhetorical and practical skills to approach medium and message from many different angles. As you articulate and reflect upon your decisions, think about the course outcomes and your career goals. Your tone may be as formal or informal as you wish, as long as it meets the criteria established by this assignment description.