

# PROJECT 3 STYLE GUIDE DESIGN (150 PTS)

For the final project, you will combine sentence-level copyediting considerations and content considerations from previous projects to design a style guide with guidelines for language use.

In teams of 2–3, you will work together to research and design a style guide on a topic of your choosing. You will identify a specific purpose and audience for your style guide and develop usable, accessible content in a medium appropriate for that audience. Each team will also write a memo that explains your content and design choices.

## GUIDELINES

### *Style Guide*

There are several steps to this process:

1. Brainstorming a topic/imagined audience
2. Researching the topic
3. Drafting content for the style guide
4. Designing the style guide

As you brainstorm topic ideas, think about the knowledge you've gained from your education, your lived experiences, and your interests and hobbies. The topic should be relatively focused: a style guide for a student organization, a style guide for a specific class or major, or a style guide for a specific interest. You also need to think about the audience for your style guide and what medium and content is most relevant and appropriate for them.

Once you brainstorm a topic and imagined audience, you'll need to determine what research to do. This will likely be secondary research, such as consulting a main style guide, searching for style guides on similar topics, and looking for best practices on language use related to your topic. Like Projects 1 and 2, you should identify a specific online dictionary and style guide as the main reference texts for your style guide. You will name any reference texts you use in the introduction to the style guide and explain those choices in the reflection.

Style guides must include the following elements:

- A title
- A table of contents
- An introduction that outlines the guide's purpose and audience
- A thoughtful list of 20–30 editorial standards relevant to your topic
- A list of additional resources at the end

The list of editorial standards needs to be categorized into sections with clear headings, and these should include both sentence-level and content considerations.

Depending on both the topic and audience of your style guide, you will need to decide the best medium for your style guide. Many are straightforward documents created in Microsoft Word or Google Docs. Some incorporate images, different colors and fonts, and icons and shapes that add visual interest. You could recreate something similar using Google Slides, Microsoft PowerPoint, or Adobe InDesign. Make the choice that makes the most sense for your topic and audience.

### *Reflective Memo*

After completing your style guide, each team will write a 1–2-page (single-spaced) reflective memo that contextualizes your work:

- How did you divide the work of Project 3?
- How did your research influence the content you developed for the style guide? How does the content try to anticipate audience needs and expectations?
- What design choices did you make based on the imagined audience and context for circulating the style guide?

## SUBMISSION DETAILS

Each team will submit two documents to Canvas: the style guide and reflective memo.

You will submit a draft of your style guides for feedback on Friday, December 8th. We will workshop these in class.

The final examination period for this class is from 12–2pm. We will not meet in the classroom during this time; instead, you will submit your final projects to Canvas by the end of the exam period. **Project 3 is due to Canvas by 2pm on Wednesday, December 13th.**

## EVALUATION CRITERIA

Project 3 is worth 150 points total: 125 points for the style guide and 25 points for the reflective memo.

**Style guides** will be assessed holistically, based on the following criteria:

### *Content (100 pts)*

- Rhetorical awareness: consideration of purpose, audience, context, and accessibility
- Introduction that identifies the guide's purpose and audience
- Thoughtful, thorough selection of 20–30 editorial standards
  - Mix of mechanical issues and content issues
  - Logical organization of sections
  - Current, accurate information informed by research
- Technical details: mechanics, grammar, and usage

*Design (25 points)*

- Usability and accessibility: clear and consistent headings, logically organized table of contents, legible fonts, use of alt text for any media elements, etc.
- Overall professionalism: professional font pairings, consistent formatting, high-quality images (if applicable)
- Adherence to design principles
  - Strong type and color contrast
  - Consistent use of text formatting and design elements
  - Purposeful alignment of text and design elements
  - Adequate white space

**Reflective memos** will be assessed holistically, based on the following criteria:

- Discussion of division of work (5 pts)
- Discussion of content choices (15 pts)
- Discussion of design choices (5 pts)