

## project 4: UCA promotional text (20%)



UCA's promotional video: "Go here. Go anywhere." (<http://gouca.com>)

For your final project, you will work individually or in small teams to partner with a campus entity, such as a student organization (<https://uca.edu/rso/>), campus organization (e.g., the bookstore, residential housing), or an academic department. You will produce a promotional digital text for them, such as a video, podcast, or infographic. Ultimately, your text will depend on the needs of your client.

### deliverables.

**1. Creative Brief (5%).** In the world of info design, a creative brief outlines your project so that everyone (you, your team, your client) is on the same page. For this project, you will write a creative brief that lets me know that you have a clear sense of who your client is and what they want, who your audience is, and what your text will accomplish both in terms of content and design.

Your creative brief will follow the categories outlined by Baer (Ch. 2 pdf, p. 53): client information, project information, project goals and requirements, and project logistics. Your brief will take the form of a 1-page, single-spaced memo addressed to me. One per team. **(due 4/18)**

**2. Accessible Text (15%).** The core of this project is your promotional text, which should incorporate usability and accessibility practices that we have discussed throughout the semester. It should meet the needs of your client both in terms of content and in usable, accessible design.

Your text should be technically accessible, i.e., videos should have captions, podcasts should have transcripts, infographics should have image descriptions. There is a difference between designing for technical accessibility and designing for a pleasant user experience (Horton & Quesenbery 175-76), though, and we will discuss the rhetorical considerations of creating accessible media in class.

Please upload your texts to Google Classroom in a standard file format appropriate for the genre you've chosen, i.e., video (.mov, .mp4, .wmv), audio (.mp3), image-heavy text (.jpg or PDF).

**Project #4 is due Tuesday, 5/2 at 10am.** We will not meet in the classroom during our final exam slot (8-10am), but I will be in my office (Thompson 323) if you need anything.