Memorandum

To: ENGL 272 Students

From: Dr. Elkie

Date: 10/29/2014

Re: PSA Campaign: *Instructions* and *Web Portfolio*

Instructions

For this assignment your group will write instructions targeted to a specific audience. This set of instructions will show how to use the problem report and the media text created by your group can EITHER be used:

- with other information on the topic (incorporating at least three other sources) OR
- to create a social media campaign (incorporating at least two media platforms)

For example: The instructions can show how the materials created by your group can be used in a middle school classroom or how a special group in your community can use this information.

The instructions must incorporate at least ONE visual element and incorporate three sources outside of your own material. Each set of instructions should use appropriate highlighting techniques and give a unique approach for the chosen audience. Draw on the multiple audience analysis grids your group has submitted to come up with specific target groups.

Audience analysis grid for instructions (due end of class on **11/03**)   20 points

Abstract and rough draft of instructions for usability testing (due in class **11/12**)
This abstract should explain how these instructions are intended to be used so that testers can judge if these are reaching the intended goal or not.   50 points

Final instructions due with the website portfolio (due in the drop box **12/01**)   30 points

Web portfolio

For this assignment your group will compile relevant documents to present your PSA Campaign to the general public. Your final website will include **REVISED** versions of the: problem report, media text, and set of instructions created by the group. Your website should have AT LEAST four pages (a home page and a page for each of the required sections).

Group Planning Meeting #2 (due end of class **11/07**)   20 points

Rough draft of portfolio (due 11:55 pm **11/16**)   30 points

Final draft of portfolio (due in drop box **12/01**)   50 points

Helpful Resources

The following resources could be useful during this process:

- ❖ Layout and design – pp. 312-317; Adapting to new technology – pp. 13-15; Brochures – pp. 56-60; Visuals – pp. 576-581; Writing for the web – p. 592

Feel free to contact me at burnside@findlay.edu or contact me during office hours if you have any further questions about the assignment.
EB