

## Memorandum

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**To:** TC 151 students

**From:** Dr. Newmark

**Subject:** Guidelines for “Creation” assignment

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The purpose of this memorandum is to provide you with details for the “Creation” assignment.

### Assignment Overview

This assignment gives you an opportunity to create a brochure that contains both text and images and communicates information about a service, initiative, program, or “cause” here at New Mexico Tech or in Socorro. You must demonstrate your understanding of the principles of visual design, both in your images and across the whole document as a piece of technical communication. You will work with a group. 20 out of the 25 points of this assignment will be “group” points; 5 out of the 25 will be “individual” points. Along with the final professional-quality brochure, each group must turn in an analytical memorandum of its decision-making processes and a discussion of final choices for design, theories of visual communication, content, and organization.

### Assignment Guidelines

Each group needs to create a tri-fold brochure, printed in color, that exhibits what the group as a whole learned in TC 151. Your images and text should reveal solid understanding of, and an ability to create, documents that are communicative tools for the presentation of information. Your application of the “principles of design” should help all of you, as designers and technical communicators, to effectively convey information and data to users. This brochure will allow you to showcase your abilities.

You can choose any service, initiative, program, or “cause” in Socorro or at New Mexico Tech, but you must find a “sponsor”/client for this project. Your interactions with and feedback from this sponsor will influence your grade.

Each brochure must contain:

- at least one well chosen and styled photograph (if it has been altered, it must still be “ethical”)
- one graphical representation of data
- primary level headings and secondary level headings
- effective use of “white” space
- appropriate font usage
- effective use of color across the entire document
- logical summary/description/textual communication of overall topic
- contact information for the client you’re representing
- web references/links where necessary

Your document *must* communicate a set of data in a way that is usable for the client’s **specific audience**. Another way of thinking about this is that your brochure’s design must be **user-oriented**. So, your group’s first task, after coming up with your subject, is to determine your client and the **audience** your client serves. Your client will help you determine what the **purpose** of your document is.

**Analysis:** By the time of the group conferences, your group will need to have completed the 200-300 word articulation of the design plan (in memo format), including an analysis and justification of the components of the brochure. You will need to directly articulate who the client is (with contact information), what the document’s purpose is, and how your document will attend to both. Describe also in the document what technologies you will use to produce the document and why. Finally, using terminology from the class, explain how your design plan, naming the visual and textual contents of your brochure, will represent “solid practices” of visual communication. Keep in mind ethics as well as the principles of visual design, the theories that people use to interpret images, and the “six perspectives” that Lester names that help people to more deeply and meaningfully experience pieces of visual communication.

### Due Dates

Analysis due during group conferences, with brochure draft: **Tuesday, 4/16**

Presentations: **4/23 and 4/25**

Final “Creation” due (with draft attached): **Tuesday, 4/23**