

Final Project – Creating Advertising Cards

Six Images + 2-3 Page process memo

Six Images = Postcard One Front & Back + Postcard Two F&B + Postcard Three F&B

Due Dates

Postcard One Front *Draft* – Tuesday, July 30

Postcard One, Two, and Three Front *Draft* – Wednesday, July 31st

Postcard One, Two, and Three Front and Back Final Draft + Process Memo – Thursday, August 1st

In Paper Three, we composed rhetorical analyses of advertisements, thinking about the **means** that advertisers use for particular **purposes**, to achieve specific goals among specific **audiences**.

In this way, we considered the advertisements from the perspective of **consumers**. None of us were in the room with the people who created the ad, which meant that we had to rely on our own interpretations, our own **readings**, of the ads in order to do our analyses.

In our final ENC1101 project, we are going to flip from consumers to **creators**: we are going to compose overtly **visual** texts using digital composing tools, and we are going to get reflective about our own processes, considering deeply our own rhetorical **means**, **purposes**, and **audiences**.

First, you are going to create three postcards using Adobe Photoshop. Three postcards means six images: three fronts, three backs. Your images should break down like this:

- Dimensions: 4" x 6", either portrait or landscape orientation.
- at least 300 pixels per inch
- File-type: JPG
- Naming convention:
 - Front:
 - *lastname-1-front.jpg*
 - *lastname-2-front.jpg*
 - *lastname-3-front.jpg*
 - Back:
 - *lastname-1-back.jpg*
 - *lastname-2-back.jpg*
 - *lastname-3-back.jpg*

You will put these documents in a zip file called *lastname-postcards.zip* and upload the file to the appropriate space in Blackboard before the start of class on Thursday.

You will also write a 2-3 page process memo. In the process memo, you will write:

- A paragraph on the process by which you created the files—what computer did you use? was it challenging to use Photoshop? did you do it late at night? in the

morning? did you eat while you composed? drink soda or coffee? did you create all the advertisements at once or did you do them individually at separate times? Tell me all about your process

- One paragraph each (so, three total paragraphs) about the rhetorical situation you imagined your ad addressing: its **purpose** and its **audience**, and also how you imagine the **means** of your ad (i.e. the imagery, the color, the shapes, the text, the people, figures, animals, the slogans, the scenery, etc.) was appropriate for that **purpose** and **audience**.
- One short paragraph about how you feel about the experience—what did you learn? was this enjoyable? was it difficult? what did you take away?—and why.

You will print out the process memo and bring it to class on Thursday.