

To: Professor Lowe

From: Paige Leland, Student

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Subject: Professional Resource Design Memo

The following document details the rhetorical and design strategies used in order to create an informative and easy to understand flyer writing resource. Many strategies were used in accordance to the Professional Resource Project Guidelines; however, other strategies, such as choices in design, content and graphics were utilized to create a document that would be helpful to readers in creating any type of one-sided flyers. The main purpose of the resource is to detail that different aspects that go into effective flyer writing and to provide tips for readers to assist them in creating flyers.

Rhetorical Situation

This resource was created for readers to be an informative as well as useful guide to crafting one-sided flyers. The primary audience includes any reader (i.e. students, professionals, teachers, etc.) looking for help with writing flyers who would actively seek out the assistance of the resource. The secondary audience is made up of readers who may happen across the resource by chance or those looking for examples of professional writing resources. The final tertiary audience is our professor, as getting a good grade was a major, collective goal of this project.

Writing and Design Strategies

Because the main goal of the resource is to provide helpful information in the creation of flyers, it uses a variety of different strategies to create an overall tone and message that is instructional and informative. The resource relies heavily on the impact of ethos to establish credibility with the audience. The sense of ethos is cultivated throughout the document in word choice that is direct and founded in knowledge of the topic. Examples include the sentences, "This article will outline the strategies that can be utilized to design and write visually and rhetorically effective flyers," and "It will also provide examples of good and bad flyer design and writing to help further illustrate ideas." These sentences set up credibility by outlining what will be covered in the resource and create the tone of knowledgeable authors simply through the word choice.

Furthermore, the resource establishes credibility by following its own advice. The resource is tailored to a specific audience, effectively uses graphics, and chooses appropriate font and color choices. These are all things that the resource instructs the audience to do, and because the resource does it itself, it looks much more credible in the eyes of a reader. A document that instructs readers on design but itself, is poorly designed is much less effective than one that follows its own advice and walks its talk.

This resource also effectively uses graphics. They are high resolution so they are easy to read and see. Graphics are also known to keep an audience engaged, as they are something to look at other than plain text. They also support notions made in the text through real-life examples that readers can relate to. The resource also consistently utilizes captions, so even if a reader were to skim through the document, they could still decipher between what a good and bad flyer looks like. The captions are informative and once they are paired with the graphics, the examples are relatable and easily understandable.

Additionally, repetition and contrast are used throughout the resource. All similar headings share the same font, color and size as the headings of their same type, but differ in font, color and size as headings of different types. This makes it easier for readers to understand the hierarchy of the different sections and sub-sections of the document. The use of headings not only serves as an organizational tool, but as a way to demonstrate the importance of each section as well. From the use of headings a reader can understand, from simply looking at the document, that “Effective Flyer Design,” is a bigger key to flyer writing than “Creating a Message to Remember.”