

Rewarding Risk: Designing Aspirational Assessment Processes for Digital Writing Projects

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Project 5: Designing whole documents

Due date: In class, Monday, April 12 (ready for competition)

Deliverables: Two versions of the book: 1 .indd file (InDesign file) and one .pdf

Point value: 100 pts

For this project, you will work in groups of three or four to develop a layout for a book. Your design should be done in InDesign.

Each group will produce a version of the book. The designs will be presented to a panel of judges from the classes who wrote the content for the book on April 12. The design chosen by the judges will be X and the designers will receive 10 extra credit points.

Student learning outcomes addressed by this assignment:

- Select design strategies and media that are appropriate for particular rhetorical situations and organizational contexts
- Use applications such as Fireworks and InDesign to create print and electronic texts that accomplish specific rhetorical goals
- Understand the role of usability analysis in creating functional texts that meet audiences' needs
- Apply strategies discussed in class to complete a number of projects that demonstrate proficiency in designing print and electronic documents

Grading criteria:

The parameters for your design, and hence the criteria for grading, are as follows:

Content

1. The book must include all articles contained in the zip file
2. The images in the image zip should be used as necessary

3. The book should include a cover and title page
4. A table of contents should be included at the beginning
5. Credits for all writers and images should be incorporated into the design

Format

1. The book should be in a multi-column format that includes side bars, images, pull-quotes, and headers and footers
2. A consistent color scheme should be used
3. The design should be readable online and in print
4. The design should include an identifying title/logo (Tidelines) and the correct UNCW logo in appropriate places (For approved UNCW logos, see http://www.uncw.edu/ba/campus_services/licensing-logos.htm)
5. The book's text should be proofread and edited

Requirements for group participation

Attendance during this portion of the course is essential. Much of the work for this project will be completed during class.

If one group member misses class and/or fails to make significant contributions to the project, the group is entitled to write an email to me and to the group member asking that they be removed from the group. If this removal is approved, that member will need to complete the project on their own. To prevent this from happening, it is important to come to class and make arrangements for making up work if you cannot attend.