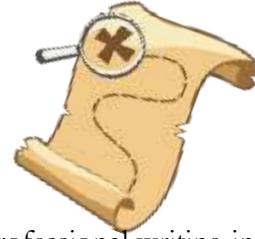


Redesigning the Map



This project is designed as the culminating assignment in a course on professional writing in the arts. It is prefaced by readings and mini-assignments on audience, access, and design. In this project, students build upon the skills they've learned about reaching an audience, content strategy, design, and social justice and equity to redesign/rewrite the museum map (and/or brochure) for a local institution. To inspire them to think differently about the design of public facing materials, I have students watch this short video I created: <https://www.youtube.com/watch?v=Gsk72AWy8Lo>.

This is designed as a group project so students can practice collaboration and have the space to engage deeply with elements of design. Depending on the size of the institution, this could be a project for an upper-level course or a general education course in writing.

Scaffolding assignments:

- A mini-design project to help students explore different platforms with which to work. This would be TBD based on the institution whose map the class chooses to redesign, but could include a poster for an event or a new logo.
- A short analysis of the content strategy of the institution. This will be based on public-facing promotional materials currently available (the brochure, advertisements, website, etc.).
- A detailed analysis of the institution based on an in-person visit which considers the ease of navigating the space. Students are instructed to note not only the benefits that the institution offers, but the potential disadvantages for different visitors. They will take notes of their own personal experiences in the space as well as observe other guest interactions.

Students will be expected to write a joint pitch for their new map design as well as submit a joint Statement of Goals and Choices. This latter requirement is adapted from Jodi Shipka's "Negotiating Rhetorical, Material, Methodological, and Technological Difference: Evaluating Multimodal Designs" (2009); it is a reflective piece which asks students to explain their goals in the project and describe the various choices they made to accomplish these goals, as well as a self-assessment.