

## **Brochure (individual) & Rationale**

See syllabus for due dates and point totals. This is not the same as the group brochure, which is part of the course deliverables.

For this assignment, each person will create an individual Brochure with a focus relevant to their group's overall project. You will need to use research that did not fit into any previous group assignments and/or was not discussed enough in these assignments -- in other words, expand on information that may not have been sufficiently covered elsewhere.

Because the projects vary from group to group and I don't want to stifle individual creativity or design, there will be very minimal guidelines to this assignment. Essentially, it must include "images" and text, and it should be made to be appealing, easy to read/use, and informative. I will also be looking for clear evidence of applied knowledge of technical writing in this assignment. Beyond that, the sky is the limit. Take a particular focus or approach (different from or emphasizing an aspect of the group project), and make it work as optimally as possible.

For the Brochure rationale assignment you will have to write a 250-500 word rationale explaining your particular brochure, which includes its focus, design strategy, how it meets the groups' (and/or "client's") needs, and any other important reflections belonging in a rationale. Cite at least two sections of the assigned reading for this semester, as well as two concepts of technical writing discussed in class. As for most of the writing assignments in this class, please follow MLA style in your rationale.