

Language and Genre- A Visual Synthesis

Field Specific Professional Presentations

Project Overview

This semester, we have looked at various kinds of writing, language and discourse in a particular field of interest to you. This presentation will share what you have learned. The essence of this assignment is to give your viewer/audience an overview of the information gained about genre from both projects: the Professional Language and Culture Exploration and the Entering into Disciplinary Discourse. You will synthesize information and prepare to speak to you colleagues about what you have discovered.

You may select from a variety of modes with which to display this concept, considering ideas of audience and genre to create a unique project you can share at our designated presentation day. Remember, the "professional poster" is itself a genre—think about how you would present this information at conference or career day and utilize the genre effectively.



Presentation Event

The exciting part of this project is that you will have the opportunity to share your work and dialogue with each other as well as students from other ENG 145 and 101 classes. At this event, you will need to be able to talk briefly about your project with the help of your visual presentation tool, similar to an academic poster presentation one might give at a conference. Keep in mind, this event will be classy, with not only your colleagues engaging with your project, but other students as well. This is your chance to show yourself as a professional and capable of engaging with colleagues in a formal setting! This is your chance to shine!

Note: Although you may quote from any of the materials you used in the two projects, cutting and pasting large quantities of information from your essay or other projects is NOT useful. Be selective, and remember that your audience will only have about 5 minutes (or less) to read all of the text on your poster.

Due Dates:

Your presentation is due on our presentation day, **December 8, 2010**. A mockup draft is due for my approval on **December 6, 2010**.

Methodology: Although you have flexibility with your design your project must be freestanding, and easily read in 2–3 minutes. To this end, I make the following recommendations:

1. **Type of Poster:** Use a tri-fold freestanding poster or foam board with a triangular prop.
2. **Amount of Text:** You should probably not have more than 8–10 text boxes/sections of text, and each should be limited to no more than a few sentences or bullets. Remember, if you can't read ALL TEXT on your poster in less than 2 minutes, you have too much information.
3. **Formatting/Headings/Fonts:** Use large and carefully selected fonts, headings, bullets, bold, etc to draw attention to specific areas.
4. **Images:** Select several related images or graphics to add pizzazz! Cut these carefully and place them in strategic locations.
5. **Spelling:** Pay close attention to spelling and grammar—a little mistake looks terrible when displayed in this way. Reread everything!
6. **Consider Creative Alternatives:** You are welcome to explore another medium, including a digital medium (aka, something projected). Simply talk to me about what you are thinking, and I'll make sure we have the tools and technology to make it happen.



Grading: This project will be worth **20% of your final grade.** You will be scored on the following components:

Professionalism: One of the most crucial parts of this assignment is to demonstrate your ability to engage in the genre of the professional poster, which means creating a poster that looks like the kind of display you would see at an academic conference (not a high school science fair). It needs to be neat, classy, well put together, and impressive!

Synthesis of Information: The purpose of this project is to show that you can see how language is used in your field in unique ways. Thus a big part of your grade is how you synthesize this information effectively... how you offer a detailed and comprehensive view, but in a relatively limited space.

Content/Thoughtfulness: Your project should demonstrate that you have a clear understanding of genre, including how to analyze specific genres in your field and what makes the field unique in its use of language. Demonstrating your thoughtful articulation of these ideas is a crucial part of your grade.

Layout/Visual Attributes: How your poster looks on the page—the spacing, purposeful placement of text/images, size/font, etc are also important—take the time to think carefully about layout and its importance in this genre.

Attention to Detail: The little things matter here—cutting out information with a straight edge (not scissors), using an appropriately neat adhesive, matting images/text boxes, making information easy to read, page layout. In order to look professional, you must pay attention to the details that distinguish an impressive project from a sloppy one.

✿ I want to stress that I have high expectations for the professional level of these posters. You are expected to present something that you would produce for a future employer, something that demonstrates your knowledge of the field and your professional approach to it. Students who do not approach the project in this way will receive a failing score on the project, which is worth 20% of your final grade. Think of this as your final exam for ENG 145, and please, take it seriously.