Project 1: Effective Flyers and Professional E-mails

What I should have from YOU by the end:

- The poster you are revising. This poster should have clear markings that indicate revision.
- A recreated version of the chosen 'bad' poster. This can be done by hand or using a computer.
- 2 rough drafts of professional email with clear progress from the 1st to the second to the final.
- A polished Final Copy
- Anything you think I should see as a part of the process.

If we have done this correctly through the semester most of these items listed should already be completed!

The project will be turned in using a two pocketed folder. The 'process' work will be in the left pocket, while the final copy of the email and the final copy of the poster will be in the right pocket.

Assignment: As you are walking through your office one day, you see a terrible flier on the wall. You take it down and start to revise it and make changes. Once you have finished, you find that the new flyer does almost everything correctly in terms of reaching its target audience for a specific purpose within the flyer genre. However, you soon find out that the flier was made by your boss. Because of the awful nature of the original flier, your coworkers decide that you need to justify your changes to the boss for the good of the company. It is your job to write a professional email to your boss, which covers the errors and the following items:

- The errors of the original flier and why they are errors
- The justified changes made (why they are improvements)
- Professional language fit for emailing a boss
- One Page Minimum. MINIMUM. I expect more than a page.
- Other information that you deem useful or necessary (if you feel unsure, ask)

Remember: While the genre you are presenting this information to your boss (your audience) in is an email, make sure that it is clear to anyone who reads it the specific purpose of the email.

- Target audience (Poster)
- Concise and accurate information (Poster)
- Clear, useful information (Poster)
- Visually stimulating (Poster)
- Layout and image design (Poster)
- Correct Formatting. 12 pt. font TNR. 1 inch margins. (Email)
- 1-2 pages (Email)
-Proper language for email (Email)
-Areas of what is to be included covered (Email)

> **Please use formatting options that you see fit for your flyer. If you think that it will be effective, use it, but justify it.**

Process: You will compose at least 2 rough drafts (one original and one polished draft) and one final draft for both the flyers and the e-mail. These will be peer reviewed as well as submitted to your instructor for review.

Flyer Rough Draft **Due:**
E-mail Rough Draft **Due:**
Final Drafts **Due:**

Grading: Your final grade will be based on your writing process materials (rough drafts and idea maps) in addition to your final drafts. Process is worth more than product, but failure to supply a final product of the project will still result in the student being unable to pass the assignment, and therefore the class.