

English 106  
Pepper  
Project #2  
Purdue Club Presentation

We're kicking it up a notch here; not only with the level of work required but also in asking you to start synthesizing the issues we've been discussing in class.

This assignment is designed to:

- assess and address a specific rhetorical situation
- use rhetorical camera skills
- experiment with page design and meaning making

**The Idea:**

You will choose a Purdue club and work with them to create a visually interesting, informative, and rhetorically considered Powerpoint presentation in the service of recruiting new members. You will need to meet with the club, interview some of the members, photograph them, and synthesize all of this into your presentation.

**The Genre:**

If your idea of a Powerpoint presentation is a boring series of slides with bullet lists and generic clip art, you've got the wrong idea. We will be using Powerpoint as a basic page-design program and creating much more interesting and visual presentations. More details about the general look of your presentation will be given over the next few weeks.

**Requirements:**

1. The presentation must contain at least 7 pictures that you take yourself. Pictures from outside sources may be used if clearly identified as not being your own.
2. The slideshow must also contain text that accomplishes your purpose. In the most basic sense this will be info that makes people want to join the club. But you will develop a much more specific and nuanced purpose once you get to know the club a bit better.
3. The slides should incorporate image and text in a rhetorically aware manner that shows evidence of page design principles we will be talking about over the next few weeks.
4. The "notes" section of the Powerpoint slides should contain brief but clear explanations for your rhetorical design decisions on each slide. These could be in reference to the slide design, the photos themselves, or both.

## **Specifics**

It's hard to give too many specific details about what kinds of pictures to take and what kinds of info to offer, because the main point of the assignment is to address the unique rhetorical situation. Surely some possibilities:

- Club background/history
- Activities
- Special events
- Membership requirements
- Equipment requirements

But this is very general and certain types of clubs will require you to focus more on different subjects. We will be spending time in conferences brainstorming these kinds of considerations.

## **Technical**

Obviously you need a camera for this assignment. And it needs to preferably be digital since you will be putting digital copies inside the presentation. If you have one already, awesome. If you need one they are rentable from the DLC (in the basement of the Hicks library). Go there ASAP to reserve. You could also technically buy one of those cheapie disposable cameras. When you return it for developing make sure to request digital prints. Please let me know as soon as possible if you have any access issues in reference to the photography requirement of this project.

## **Part 1:**

Before the final project is due, you will be turning in a write-up of the rhetorical situation applying to your project. This will be a 2-page write up and is worth 25 of the total points for the assignment.

## **Due Dates:**

**Rhetorical Write-Up: 9/30 or 10/2 based on conference day**

**Powerpoint: 10/8**

## Schedule for Project #2

<b>9/14 M</b>	Presentations of Project #1
T	<b>Assign Project #2</b> Rhetorical Situations
W	Brainstorm Project 2
R	Audience Analysis <b>Blog Post #3 Due</b>
F	Brainstorm Project 2
<b>9/21 M</b>	Rhetorical Photography
T	More with Photography
W	Have club chosen by now.
R	In-Class Activity with Blog Post #4
F	Have club chosen by now.
<b>9/28 M</b>	CRAP
T	Layout Purpose
W	Due: Rhetorical Situation Analysis for P2
R	Extra Lab Day: Powerpoint Layout
F	Due: Rhetorical Situation Analysis for P2
<b>10/5 M</b>	Lab Work Day for Project #2
T	The Review Genre: Prep for Project #3
W	TBA
R	<b>Project #2 Due</b> Presentations of Project #2

F

TBA