

## ENC 1102

**Instructor: Natasha Olivera**  
**Document Design**

As the amount of information reaching us continues to grow, we are increasingly bombarded with “condensed, attention-grabbing advocacy ads”, or visual rhetoric, promoting different causes and seeking our assistance. You have seen them in the form of flyers, brochures, websites, music videos, t-shirts, MySpace/Facebook pages, posters, etc. It is important to recognize that the creators of these ads know that they must work fast to ***grab your attention, give presence to a problem, advocate a solution, and enlist your support.***

For the third phase of this assignment, you will be given the opportunity to create such an Advocacy Ad, of your choice, in order to call your audience to action that is in support of your solution. Your group must choose to create either a brochure or a flyer.

Your ads should be appealing and effective as well as creative and original. Just as with the proposal argument, you must consider your audience in order to identify the values and beliefs on which you will base your appeal. The goal is to impact or persuade your audience in order to promote the action you advocate and to raise awareness about the issue you are presenting to your audience (refer to page 433 for invention questions you should consider). Because you are limited on space, as a writer, you must choose your words and their placement carefully.

*Questions you should consider when developing your Advocacy Ad:*

- How could photos and other graphic elements establish and give presence to the problem?
- How can type size and font and layout be used to present the core of your proposal, including justifying reasons, in the most powerful way for the intended audience?
- Could any part of this argument be presented as a slogan or in an otherwise memorable style? What key phrases could highlight the parts of the main points of this argument?
- How could use of color enhance the overall impact of your advocacy argument?
- How could you add an authoritative ethos? (i.e. footnotes, bibliographies in fine print)
- What could you include a call to action? (i.e. “register to vote”, “visit this website”, “donate today”)

**I will look for the following in your document design:**

- Does the ad make a convincing argument as to why the audience *should* or *ought* to take action?
- Is the proposed action (or “claim”) clearly identified and explained?
- Is the design creative and original?
- Does the design appeal to the targeted audience through the use of logos, ethos, and/or pathos?
- Is the claim logically supported by reasons and evidence?
- Is the design neat, organized, professional?
- Is there adequate background on the problem the author is attempting to remedy?
- A works cited and/or reference to sources used

Extra Credit: Extra credit will be given for additional forms of media created in support of your proposal, i.e. student made movie or clothing. However, please refrain from Facebook or Myspace pages as these will not be counted for extra credit.