

(Remediating +) Project

Due: Jan 21st (cover letter and resume) and Jan 26th (vlog)

What key questions are framing this assignment?

- What is rhetoric?
 - What is the role of rhetoric in different professional spaces?
 - What is a rhetorical situation and how can we locate, form, or respond to rhetorical situations within different professional spaces?
- What is genre?
 - What is the role of audience in our understanding of genre?
 - What is the role of design and medium in our understanding of genre?
- What is audience?
 - How does audience influence our understanding and applications of rhetoric and genre?
- What is remediation?
 - What role does rhetoric, genre, audience, and circulation play in our remediation decisions when composing?
- What is a network?
 - What roles do audience, producer, circulation, and remediation play within a network?
- What is a composer?
 - How do we market ourselves as composers in the professional sphere?

Purpose: This project has two parts. First, you will choose a job ad to respond to--this should be an ad reflecting the kind of job you would actually like to have after graduation--and will write one cover letter and prepare a resume that could accompany your application materials for that job. You will draft, polish, peer review, and receive feedback on this cover letter and resume. Then, after you have revised your cover letter and resume based on all of the feedback you've received, you will remediate this letter into a vlog cover letter creating a video text that you will host on your eportfolio's homepage.

Components:

- 1 job ad you have selected to respond to
- 1 polished resume directed towards your intended field
- 1 cover letter polished and ready to submit to a potential employer
- 1 vlog representing the information from your cover letter remediated to exist on the homepage of your eportfolio
- 1 Designer's Statement explaining the choices you made

Helpful Tips:

Making the resume...

- Maybe you have a resume that you have already started. Revising a starting text is a perfect way to begin this project. If not, you'll want to gather the details you need (educational experiences, work experiences, skills) to begin crafting this document.
- Look at successful resumes and consider what they do well and how the language, design, and arrangement effectively communicates something to an audience.
- Consider the different technological platforms you can use: what is possible when building a resume in Word is different than what can be done in InDesign or on Canva.
- Consider what your audience and professional community values: will they be impressed or distracted by an aesthetic design, what skills and experiences matter most to them, and what expectations do they have for an emerging professional in this field.

Writing the letter...

- Find a job you would actually want. Part of this assignment is responding to the rhetorical situation created in your job ad. If you select a job ad at random, you will probably not produce a letter that is meaningful nor a video that you will be proud to feature on your professional eportfolio. The job ad is what creates your exigency, so choose wisely.
- Ask yourself what your potential employer cares about and respond those that audience's wants and needs.
- Mind the conventions of the cover letter genre. Cover letters, like all genres, have conventions that shape audience expectations: when you tell them the text is a cover letter but deliver something that looks nothing like a cover letter, your ethos is damaged. To learn more about the cover letter genre, check out [this link](#) and [this link](#).
- Once you have a draft, be open to feedback. A cover letter needs to communicate a lot in a short amount of space. For that reason, your communication needs to be polished, professional, and effective. Solicit the feedback of many readers--especially readers within that professional field--and weigh their feedback thoughtfully. Don't have the mentality that you just need to get this done.

Moving onto the remediation...

- [Watch professional vlogs](#) (also called application videos and video CVs) and pick up [tips](#). When done right, vlogging creates a memorable personal brand that speaks to employers doing things that a cover letter simply can't (different media, different affordances). But, good vlogs do more than just introduce, they engage the audience, persuade them to stay and browse the eportfolio, and respond to an audience.
- Vlogs respond to a rhetorical situation and a specific audience. Like any writing situation, you want to think about what rhetorical moves will engage your audience; what they will respond to in terms of language, style, and design; and how this video creates an identity that is fitting to their professional environment.

- Don't be afraid to learn new things. Visit the [Digital Studios](#) on campus and learn how to edit and design in new programs--beef up those technical skills and work with our amazing tutors.

Grading: You will be graded based upon the following five values. Each value is described according to what an "A" project would consist of. Your competencies for each of the criteria will be averaged together for your final grade.

- **Rhetorical Situation: 20%**

Your relationship with the organization and audience matters. This grading category will ask how well you responded to the unique needs articulated in the job ad you chose. Do you address the focus they've established? Do you speak in a way that will engage your audience? Do your texts represent the values of the professional community you are wishing to enter?

- **Professional Ethos: 20%**

Both the video and the cover letter build a professional identity. How do the details of your texts construct a professional identity that is appealing and engaging for your audience? Part of this relies on your ability to create a polished text, but the other asks what characteristics and qualities you've decided to emphasize, how you've used design and style to effectively communicate, and whether or not the texts are a compelling reason to consider you as a future employee.

- **Cover letter: 20%**

This grading category offers you specific evaluation on the cover letter alone. I am specifically looking for you creating a text that looks and reads like a cover letter showing your knowledge and mastery of the generic conventions. However, sentence-level correctness and formatting also matter (because they have direct effects on your ethos).

- **Vlog: 20%**

This grading category offers you evaluation of the vlog only. While we have varying experiences with video making that will surely impact our success with creating this text, it is important that the vlog illustrates foresight and planning, a knowledge of basic design principles, and a rudimentary technical knowledge of video making and editing.

- **Designer's Statement: 20%**

This grading category evaluates the designer's statement solely. The designer's statement talks about your process, your rhetorical approach, and justifies your design. While part of this document is to reflect on how you feel you did, another is to illustrate your knowledge of the class' concepts as you think about elements like rhetorical situation, audience, design, materiality, etc. Please pay close attention to the designer's statement assignment sheet.

Designer's Statement

Rhetorical Situation

- Who is the audience for this text? What professional community are you hoping to enter?
- What does that community value in an emerging professional?
- What are the goals of this video? What do you want your potential employer to realize about you through engaging with this vlog?

Design...

- Of language. Explain the process of writing the vlog script. How did you determine what to say? How to say it? And what complications arose when designing the language used in this vlog?
- Of visual. Explain the process of designing what the audience saw as they watched the vlog. How did you determine what your background would be? What you would wear? Your body language and gestures? What complications arose when designing the visual rhetoric of this vlog?
- Of media. How did you film this vlog? How did you edit and polish this vlog? Did you add music or media? Did you cut and transition clips? What technologies helped you do this work? What complications arose in the media design of this vlog?

Reflection

- How do you justify that the goals you stated in the first section have been achieved in this vlog?
- What do you feel you did well in the composing of this vlog?
- What do you feel could have been improved?
- What constraints did you face in completing this assignment?
- Will you continue to revise this vlog—why or why not?