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Project Draft

Purpose and Situation: Although my project resembles a poster, I created it as more of a handout. The reason for this being that I plan on adding a lot of information that applies to a wide audience. Posters often offer brief bits of information regarding an event (date, time, location, etc...) or have big headlines referring to an important issue. This form of media is good for grabbing a readers attention but is not meant to convey the amount of information necessary in order to educate someone. My one-pager is meant to be displayed in a place around people who want to learn more about LGBTQIA+ equality because they are more likely to take the time and read it as opposed to it hanging in a hallway where most would just pass by without a second glance.

Target Audience: people who want to learn more about the inequity of LGBTQIA+ individuals in corporate America. I also plan on appealing to people who identify as Queer and provide them with information on how to report workplace discrimination as well as support groups.

How will I convey this information: Infographics merge traditional informative writing with visual aspect that support my claim while engaging the reader. Because of this, I will include clipart onto the side of the infographic that correlates to the titles of the sections. I originally wanted to include some photos but I shifted my focus to clip art because it can be scaled around my writing without being distorted.

Types of sources: The sources from the earlier stages of writing, specifically my research portfolio, have served as the main sources of information. I pulled out the most important information from my sources in Unit 2 but there are still some topics that I would like to revisit.