

Informational Poster Design and Subsequent Research into Steadfastness of Design Conventions

2. Proposal Writer:

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3. Project Description:

The undergraduate and graduate programs in Technical Communication at the University of Missouri – Rolla (UMR) are brand new programs and require promotion to prospective majors. The advent of these new programs at Missouri's premiere technological University offers a wealth of possibilities for education and research in the field due to UMR's unique diversity in research and academic resources. A poster, designed by a student, with mail-in postcards will be posted throughout the United States at various universities.

4. Significance:

The creation of the mailing poster and the subsequent write up provided by a technical communication graduate student can be used by the CPTSC to determine what attracts the attention and interest of the demographic group containing predominantly 18 – 20 something year old students. The information can be used by the CPTSC in determining if the currently held conventions of the technical communication field for processing visual information still hold true for the younger generation.

Publication Locations of Informational Posters:

University of Missouri – Columbia
Southwest Missouri State University
Iowa State University
University of Washington – Tacoma
New Mexico Institute of Mining and Technology
Colorado School of Mines
And more to be announced

Publication Locations of Research Findings:

Southwest Missouri State University STC branch
University of Missouri – St. Louis STC Branch
University of Missouri – Rolla Miner newspaper
University of Missouri - Rolla E-Connection

5. Project Methodology:

To increase the awareness of the new programs, I propose the creation of postcard mailings to various universities across the United States that offer Bachelor of Science degrees in English and/or Technical Communication. The mailer would consist of an 11 x 17 poster outlining information about the University of Missouri – Rolla and program with 4 x 6 postcards attached for the students to fill out and return to UMR requesting more information about the program. A design contest with a \$50 prize will be held amongst technical communication undergraduate students for the creation of the background poster. This contest would also work well as a project assignment in the technical communication courses for students to put what they've learned to practical use. The winning design would be chosen by a panel of technical communication faculty, staff, and graduate students. Along with each design submission the students would include an explanation of why they chose a particular layout, color scheme, image(s), font face, textual information and why this design would catch the attention of a student and make him/her look for more information. For the final research a technical communication graduate student would compile the demographic information of the contest participants and use the design explanations to compile a list of conventions that hold true for this group. The demographic information will consist of the students' ages, major degree programs, genders, geographic location where the students have spent the majority of their lives, and why they stopped to look at this particular poster. Upon completing the research, the graduate student will determine in this group if the currently accepted conventions for visual processing still hold true. The graduate student involved in processing the information would attend the CPTSC meeting in Lubbock, TX in October of 2005.

6. Budget:

Poster w/ postcards*:	\$ 260
Postage*:	\$ 40
Student prize:	\$ 50
Graduate student payment:	\$ 150

*If the full budgeted amount for printing costs and postage are not used, the remainder will be divided between the prize and the graduate student payment.