

## **Urban Life Project Honors Seminar, Fall 2000**

**Overview of Urban Life Project:** you will either a) create a community resource product—e.g., a Web page, a design for a brochure—that provides information on an urban Atlanta event or ongoing social practice OR b) assemble several texts on the same urban life topic (e.g., article, Web pages, poster) and present an analysis of their content and presentation style OR c) generate a proposal for a set of linked resources (e.g., website and print materials)

*Imagine that you work for a cultural agency or community resource group in metropolitan Atlanta.*

*Your task is to create information-rich and attractive promotional materials that will encourage people to participate in a special event or ongoing social practice in some part of the city.*

You might approach the writing assignment associated with this simulation in a number of ways.

You could (and probably would, were you given this assignment in the workplace) research materials created in the past to describe or promote this event or ongoing activity. Publications you might review could include magazine articles, newspaper pieces, local signage/billboards, brochures, displays, and multimedia presentations.

Once you had reviewed previous publications, you could prepare your own--either using one particular genre/medium because you thought it would particularly effective or planning a more integrated campaign, including several different kinds of presentations in different sites (e.g., flyers, web pages, an exhibit).

For your class assignment, then, you can do any of the following, working alone or (preferably) as part of a two-person team:

- a) gather and analyze materials already prepared to promote an event or ongoing activity; then write a critical review of that campaign (e.g., an organization's website, billboard ad campaign, and/or print publications).
- b) basing your work on solid research of the event/activity you wish to publicize, prepare a single resource/promotional publication--e.g., one web page, a mock-up of a brochure, a display.
- c) basing your work on solid research of the event/activity you wish to publicize, prepare a proposal for an integrated promotional campaign, describing each element in detail and providing a rationale for those choices and the impact of the whole.