

Project Presentation Day: MQPs Emphasize Visual Design



he Major Qualifying Projects at this year's annual Professional Writing Project

Presentation Day show the range of things majors can do with visual design and rhetorical awareness. **Lesley Anderson's** project "Publicizing the Chamber Music Festival" (advised by Ruth Smith and John Trimbur) based her visual designs on an analysis of ethos and audience, to identify how the Rockport Chamber Music Festival could address a more diversified audience. In "Branding and Public Relations at Commonsides Trust" (advised by John Trimbur), **Kathleen Ferguson** designed a visual identity and an extensive array of public relations materials for a community organization, the Commonsides Development Trust, that promotes social inclusion in London's borough of Merton. **Matt Melia's** project "Evolution of Punk Graphics" (advised by Trimbur) is an analysis of how punk graphics began as a popular do-it-yourself design movement but was eventually coopted by advertising and commerce.

Lawrence Scharpf's "Print and Online Cultures in the Newsroom" (advised by Trimbur) began as an internship to redesign the Infocenter at the Worcester Telegram & Gazette website and turned into an ethnographic study of the professional authority of the newsroom and the online department in a modern newspaper. **Stephanie Legare** presented "Formative Assessment of Peer Tutoring in Writing Centers" (advised by Lorraine Higgins), work in progress on developing assessment of peer tutoring in the Center for Communication Across the Curriculum. Stephanie will be completing this MQP next year and presenting part of the work at a conference on peer tutoring.