Holiday Concert Schedule Justification:

The purpose of the concert schedule was to present the dates that the Minneapolis Symphony Orchestra would be performing their holiday shows in a clear and concise way, as well as in a way that would grab the reader’s attention so it wouldn’t be thrown away. It was meant to be inserted into playbills that theater goers receive as they walk into the theater, and it was to be removable (an insert) so that it could be put on their fridge or hung in a place where it would be continually looked at leading up to the concerts.

The audience for the concert schedule would be middle to upper echelon theater goers in the Minneapolis area. Their socio-economic status would be of the level that they could afford to spend time at the orchestra with friends of family during Christmas time. Most of the audience would be of the traditional Judeo-Christian faith, however knowing that not all of the audience would be of that belief certain design precautions were taken.

The design process for this document was a fun one. In ENGL-385, Document Design, we were given this assignment, names of the concerts and a few dates. Not much context other than if would be placed in a playbill at the current shows. Christmas season is my absolute favorite time of the year but I knew that I had to keep in mind that not everyone who would be receiving this document would be someone who celebrates Christmas. I looked for an image that portrayed the winter season overall without being overly Christmas-y, or one that was so blue that it looked like Elsa took over the design process. I ended up purchasing an image from Creative Market that I thought had the perfect mix of traditional Christmas season, but also wasn’t overly “evangelical”. I taught myself how to create gold-foil text so as to add a little bit of interest that might catch someone’s eye in a dark theater.

I received excellent feedback from this document, and I even showed it to my church as a possibility of design ideas they could use for their upcoming Christmas Eve Invitations that are handed out to the local neighborhood and high school that is across the street. They liked the design but were unable to figure out what they wanted their design to say in time for me to design it for them and quickly threw something together in Word. I was bummed that they didn’t have a chance for me to flex my new-found design skills, but I’m hoping that in the upcoming years they’ll think of me sooner.

This artifact shows that I am able to apply appropriate rhetorical principles since I knew who my audience was but I also was able to make educated design choices for the outliers who might get this flyer in their hands. I think that this document also demonstrates my ability to design and understand interpersonal, organizational, and intercultural communication within a certain discourse community. By taking care not to overly “Christian-ize” the insert, I was taking care as to not offend theater goers who may not share that same intercultural belief and was looking out for the Minneapolis Symphony Orchestra as an organization overall. This artifact also shows that I am able to produce relevant, timely content in a production environment. The class had deadlines we needed to meet, and within that deadline I created a relevant document.