

Professor O'Connor  
WRTC  
James Madison University

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Dear Professor O'Connor,

I am writing to you to assess the project I recently completed to benefit the Reading Road Show, the Gus Bus.

### **Assessment of Product Quality**

Overall I think Paige and I did an amazing job collaborating to create the promotional packet for the Gus Bus. We created an eye catching and informative brochure as well as two visually appealing posters that can be hung in the Harrisonburg and Rockingham County areas. The old brochure that the program had was out of date and Haley Springer, the Gus Bus coordinator loved our updated brochure. In addition to simply turning these products over to Haley, we made sure that the packet was easily editable so that the Gus Bus may be able to enjoy the result of our labor for years to come. Our promotional packet is:

- Eye catching and visually appealing
- Informative but not too text-heavy
- Easy to replicate so that the organization can change necessary components
- Easy to read and navigate for those who may not speak English

Considering that Haley did not have any wishes or constraints for this project I believe that we exceeded any expectations she may have had about our final product. In particular she loves the brochure and can't wait to print it and distribute it around the area.

### **My Contributions**

Because this was a collaborative group effort, Paige and I split up the work for the project evenly. She took over the brochure and the plain poster while I designed the tear-off poster. Paige is definitely more experienced with designing and using Canva, our design platform, than I am, but I am proud of the poster that I created. I created a Google Drive where I deposited information that should be in the brochure as well as design suggestions so that Paige could reference these and use the copy I provided when making the brochure. I also wrote the Genre Analysis, the Letter of Transmittal. Paige and I collaborated on the Letter of Agreement. I also was in charge of corresponding with Haley when we needed to ask her a question, and for when we sent in our final products for her critique. Paige and I worked well together and did not have any problems collaborating or coming to agreements. Overall, I really enjoyed this project and I am excited that the Gus Bus wants to use our materials to further promote themselves and the amazing work that they do.

Sincerely,  
Sarah Rodes