TO: Ryan Bernstein

FROM: ███████████

DATE: April 27, 2018

SUBJECT: Report on the Benefit of Adding UX or UI Design to the Visual Communication Program

Rhetorical Situation

In this report I address the NMC CIT and VisComm faculty as well as department chairs and the Curriculum Committee at NMC. The role I play is as a Graphic and User Interface Designer that is a NMC alumni. My audience already knows the classes offered and what details they teach. They will probably know that VisComm programs only touches on a couple "web design" class from the CIT program. The goal is to persuade them that the need for a UX/UI program is important not only for the CIT but should also be required in the VisComm program. To persuade the department chairs interest in concerting this issue, I will have to show them the need for this topic by showing career paths, what skills are being sought after by employers and trends in social media/tech that show a need for more graphic designers to learn tech-skills.

Report Information

Cover page and citation are in the MLA style. The primary source was an interview done via email with Cheryl Myers who is an adjunct instructor at NMC. She is currently teaching Web Design courses #147 and 247. Her background is in web development and UX/UI design. The other sources were online sources from trade publications, blogs and trend articles. It was hard to find scholarly sources for this topic, most likely due to the topic being a relatively new subject.