

Our English Department

We know you may still have some doubts...

but just remember, in a world where AI is becoming integrated into every aspect of our daily lives and people are losing connection with each other, the ability to communicate effectively will be the key to your success.



COLLEGE of
CHARLESTON

English Major & Minor Fair

Meet Anton Vander Zee, Associate Professor and Chair at College of Charleston, specializing in American literature.



Meet Chris Warnick, Professor and Director of Writing, Rhetoric, and Publication, with expertise in composition and first-year writing.



Want to Know More?



Scan the QR to learn more about your future as an English Major!

Study Abroad Opportunities

Explore the enriching experiences of English majors studying in Spoleto, Florence, and London!



Explore **MAJOR** opportunities for your future career:

- Writing, Rhetoric and Publication
 - Creative Writing
- English-Teacher Education Program
 - Literature, Film, and Cultural Studies

NEVER be confined to one field.
English is **EVERYWHERE!**



English majors like **Writing, Rhetoric, and Publication**

offer experiences that prepare students for the future such as...

- Document Design
- Technical Writing
- Usability Testing
- Content Strategy
- Social Media Marketing
- Search Engine Optimization
- Copywriting

Still not convinced? Ask our **ALUMNI**



Sydney Maguire, Technical Writer in Behavioral Health Communications Management

"I graduated from the College of Charleston with a (...) concentration in WRP. I excel in editing and synthesizing information into usable documents."

"I am a librarian who specializes in reference and instruction. I have experience in elementary school, middle school, high school, and adult education."



Annie Harris, Library Media Specialist, Cofc Alumni

Tyler Peebles

2/25/26

Pitch Script for Voiceover Narration | Cofc WRP Leaflet

Introduction

Hi, my name is Tyler Peebles. I am a graphic and UX designer tasked with creating a leaflet by the College of Charleston English Department for use at the major and minor fair held at the College of Charleston (or Cofc). This leaflet will primarily be used by upcoming freshman, parents, and students still undecided in their major; helping them to browse English majors offered at Cofc. This leaflet focuses specifically on the Writing, Rhetoric, and Publication major and the benefits provided by it for future job opportunities. The leaflet also touches on Study Abroad opportunities, Alumni interviews, faculty of the English Department, and the benefits of an English Degree in the face of AI. The English Department requested that the leaflet highlight the benefits of becoming a humanities (English) major while AI continues to be integrated into jobs. They wanted to break stereotypes about English Degrees being reserved for educators (by emphasizing ways that the English major can be used in business, finance, tech, nonprofits, etc). A few minor highlights requested were to emphasize Cofc's study abroad opportunities, use QR codes for additional information, and to put the audience first and communicate with them on a personal level.

Process

The process began with client research, where I spoke with Chris Warnick, the Department's director of WRP, and gathered information concerning the leaflet's content and composition. Then, I decided on a C-fold for my leaflet. I then began to create a color panel with 4 colors from the College of Charleston's designated colors. I decided on maroon as the primary color, beige as the secondary, and yellow and a lighter maroon for accents. I then began creating the background design, keeping the background white and decorating it with circles. These circles were colored with colors

within my panel, and were used to highlight information (which is done by putting the colored circles behind the black text to create contrast). I also utilized images approved by Cofc, and pulled information from the College's official website to promote content relating to the WRP major, Study Abroad, and the English Department. There were several drafts that were created – the first did not have content concerning study abroad opportunities or AI, and it was quickly decided that this was necessary information. Additionally, the first draft was more of a wireframe with filler text, while the second draft had accurate content and images. My final draft included information on experience, majors (mainly WRP), the English Department, Study Abroad, and AI. The final leaflet opens to a panel about majors, then the English Department and Study Abroad opportunities, then experience and Alumni interviews, and finally, a short explanation of the benefits of an English Degree in the face of growing AI integration and a QR code with additional information.

Design

1. The leaflet was created in the form of a C-fold, where users begin with a title page and are subsequently led through content that tells a story. The title page is centered for easy viewability, the Cofc logo is aligned with the “English Major and Minor Fair” text, and the heading text is all the same throughout to designate it as header text (it follows the main heading on the title page). The headers throughout the entire leaflet are Georgia font. All subtext is in Athleta's font. The title on the title page is surrounded by circles that close in around the title to condense the words and create better viewability and centering. The College of Charleston logo was included to create branding, reminding readers of where the leaflet is from.
2. From here, audiences open to panel two “English is Expansive...” which details the different majors offered by Cofc. These are laid out in bullet points to ensure a quick and easy read, allowing users to skim through the options before being told that English is not “confined to one field” of work, and can be used in several

different areas in the career world (this touches on what was requested by the English Department). This rhetoric is used to ease tension around common “English Degree stereotypes” that students carry with them from high school. As a WRP major, believing that English Degrees are solely for educators, that AI will take English jobs, and that there is no money in an English Degree are all common stereotypes that this rhetoric is trying to break. Returning to the design, text that I wanted to be emphasized the most was bolded (i.e. ‘expansive,’ ‘major,’ ‘everywhere,’ etc) to ensure that these points were highlighted to be the most important. The image at the bottom of this panel shows a student speaking with a faculty member at the major and minor fair, which may encourage readers to ask questions about the content during the fair and engage with faculty.

3. The panel to the right of the first panel introduces students to members of the English Department. It was important to include Professor Anton Zee (who is the Chair of the English Department) and Professor Chris Warnick (who is the Director of Writing, Rhetoric, and Publication) because if a student has questions following their reading of the leaflet, they will likely speak with one of the two professors listed. Likewise, this page is meant to show some “friendly faces” and relieve tension about the major and its educators that a new student may have. The images and texts are aligned at the top, bottom, and sides, while the information is kept short and to the point. Below the English Department is the Study Abroad information, which gives a short introduction of where English majors can go for Study Abroad. Because the information concerning Study Abroad is so expansive, I used a QR code to link readers to the information. The QR and image are aligned, while the text above is aligned at the sides. The heading “Study Abroad Opportunities” divides the English Department and Study Abroad information to make it distinguishable from one another.
4. The next panel “majors such as” emphasizes experience gained by joining English majors (especially WRP) which is something that Professor Warnick highlighted as an important aspect to focus on during our client research. Again, the content is listed with bullet points for a quick and simple read. It is headed with a header

emphasizing the WRP major in bold letters. Much of this content is on a colored circle, which creates contrast to highlight the information. The text is aligned to the left and important words are bolded for emphasis.

5. The next panel includes quotes from alumni to emphasize the credibility of the previous claims (“don’t believe us?...”). This also allows readers to see graduated English majors applying themselves in fields other than education. The text and images are aligned, while I created a pattern with text and images alternating (image on the right, text on the left and vice versa). The occupation of the alumni is bolded in order to emphasize that they did **not** become educators because of their English major (side note: there is nothing wrong with being an educator, but the point is to emphasize that the major can be used for much more than education). One alumni is working in Behavioral Health and Communications Management, which is a good example of the flexibility of English that is being promoted. Some circles in this panel are creating contrast, while also surrounding the information to create a sort of border around the text. This helps to lead the eyes to the content.
6. The final panel on the back of the pamphlet contains a line that says “we know you may still have some doubts...” and explains how English will be useful in the face of AI integration in the workforce. This is to fight yet another stereotype about AI taking over jobs that center around the humanities. This rhetoric is also meant to voice that becoming an English major could mean fighting back against AI by learning to communicate in a way that is ‘human’ and empathetic. Below this is a QR code that is centered leading to the WRP page with additional information for users. Important information on this page is bolded while the QR code is large and easy to scan. All QR codes have been tested for usability.

User Benefits

This leaflet benefits its users, especially freshman and undecided students, in many ways by communicating with them on a personal level, breaking stereotypes,

soothing their fears about AI, and introducing Alumni that have used English in a field other than education. It was important that I tackle the primary issues that prevent students from deciding to pursue English, allowing them to make a more informed, less stressful decision. It was essential for me to communicate that we (the English Department and English students) recognize the stereotypes surrounding English (there is not money in it, it is only good for a position in education, you will never get a job, etc) and to break these stereotypes by walking them through a very personal and reassuring book of information.

The rhetoric I used throughout, such as “never be confined,” “still not convinced,” and “we know you may still have some doubts” have a personal conversation with the reader and create understanding. It tells them that the English Department knows how they are feeling, and wants to give them reassurance.

Users are also not deprived of information because of the small amount of space provided for content. QR codes linked to beneficial information ensures that readers have easy access to additional information in the case that they have any questions. Some readers may not want to directly interact with faculty and may want to get additional information on their own. This is also helpful for anyone (such as parents) unable to attend the fair that would like answers to any questions that come up.

Users are not overloaded and overwhelmed with content. Most information is listed in bullet points to allow users an easy read. Information that is not bulleted is either large enough to easily read or spaced out in some way. This is especially helpful for users with poor eyesight.

Alumni interviews are used for credibility. Users with doubts about the content may be relieved by English Degree graduates and their experiences.

Peak Moment

A peak moment during the creation of this leaflet was discovering that I could have a conversation with the user by addressing them with “you” in parts of my leaflet in order to relieve some of their fears about English. As an English major myself, I went into the major with similar ideas in mind: that it was impossible to be financially successful, that I could only be a teacher, etc, but being an English Major has taught me

how flexible the major can be, so it was important to emphasize this about English Degrees. Although the English Department saw this as important to highlight as well, it was personally very important to voice that English students understand the feeling of pursuing an English degree and the doubts that accompany that pursuit. By having a personal conversation, I was able to voice that “we understand how you feel, but we’re here to change your mind.”

Conclusion

In conclusion, this leaflet was created for the Cofc English Department to be used at the Cofc Major and Minor fair. The leaflet emphasizes the WRP major while also explaining the benefits of an English Degree in general, such as experience, flexibility, and study abroad opportunities. This leaflet keeps the user’s interests in mind by being easily readable, reassuring, and offering access to all necessary content through the leaflet and QR codes. It is meant to be both inviting and reassuring for incoming freshmen, parents, and those that are undecided.