

Ignite Talk – Sarah Dunn

Link to video on YouTube: <https://youtu.be/dcTIGv2PTm4>

Original website: <https://textileheritagemuseum.org/>

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Addendum

Statement of Purpose

The purpose of this ignite talk is to present a critique of the website, www.textileheritagemuseum.org, to the museum's directors. The talk also includes a strategy for improving the website and the museum's social media accounts.

Interactor Analysis

1. **Age:** The intended interactors will be at least 18 years old, but mostly in their 50s or older.
 2. **Gender:** The target audience is of any sex.
 3. **Education:** The target audience has a college education or higher.
 4. **Context:** The target audience is from Alamance County, North Carolina and surrounding areas. They have a vested interest in the preservation of Glencoe Mill.
 5. **Cultural Perspective:** The intended interactors are likely from the Southeastern United States and their culture and heritage will be mixed and varied.
 6. **Socio-Economic:** The intended interactors are middle to upper class. They have disposable income and leisure time to spend on volunteer projects.
 7. **Expertise:** The target audience knows the history of Glencoe Mill, the restoration of the town. They will have knowledge of the contents of the website and social media accounts.
 8. **Attitudes:** The target audience has a positive attitude towards improving the museum's web presence. They may or may not like hearing critiques but will be receptive to suggestions.
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Trusted Writer Review

1. name of reviewer: Pere Howlett
2. date/time: April 25, 2024, 11am EDT
3. email address: declined
4. your questions for the reviewer:

Does the script flow with the slides and does everything flow into one another?

Do any of the images seem out of place?

Do I sound like a squirrel on crack?

5. a brief reflection about your experience with the other writer, what you gained, and how it has affected your writing (1-2 paragraphs).

My trusted writer for this last project was my 20-year-old son, Pere. That's pronounced like 'pear', and he is named after my great grandfather, a Swedish immigrant named Per, until he hit the US and was told his name wouldn't be pronounced correctly unless he added an E to the end.

I didn't choose Pere because he is a fabulous writer but because he's pretty darn good at PowerPoint and video creation in general. He was helpful in a couple of ways. First, he said nice things about the parts he liked and then hit me with some of the Gen Z honesty. He pointed out that my green stripes which carry the headings wandered around over different slides and that shadows were not consistent on all pictures. This made me rethink the cohesiveness of the presentation in general. While it shares the use of white space with the website, the presentation was a little all over the place as far as spacing goes. Pere and I discussed the tradeoffs of making pictures big enough to see while keeping enough white space. We also discussed the animations, and he agreed I hadn't overused/abused them.

He confirmed that I do not sound like a squirrel on crack.

In general, it was nice to have him helping me with homework for a change. I have read so many papers and helped with so much research over the years, it was a pleasant role reversal for us both.