

PROJECT: THE MIXED RECIPE

A TALE OF TWO AUDIENCES, ONE RECIPE

INTRODUCTION

Although eating is a requirement of our survival, *how, when, where, and what* we eat is more often dictated by both our social and individual identities rather than just caloric intake. Chang-Rae Lee's "Coming Home Again" is a great example of how food defines not only his own role within his family but what *family* even means to him:

http://www.readwritethink.org/files/resources/lesson_images/lesson998/ComingHomeAgain.pdf

Note the different circumstances for food preparation and eating as well as the (necessary) details observed in both.

How do recipes fit in with technical writing? They are a type of *instruction* ("steps required for completing a task or a series of tasks" (your textbook 255). They usually contain step-by-step, sequential lists, and use second-person perspectives and the imperative mode). A recipe, then, is a set of instructions specifically for food preparation.

As with all of our projects, you should keep clearly in your mind, your audience and your goal. Like a resume, something about yourself as well as the product are presented to your audience. Consider *how* you want to present both. Please read, if you haven't already, Chapter 15 of your textbook, "Instructions and Procedures" before beginning this project.

THE PROJECT

Recipes are not only for cooks and cookbooks. There is a fine tradition of people giving recipes as gifts. For this project, your groups will exchange recipes. *It will help to think of it as both an object and a process description.*

The tasks:

1) **Genre Mixing**

You are going to play with the recipe format by *using the style of a different type of technical document (genre) and applying it to creating a new recipe style*. In class, I gave you an example combining the obituary document style with a dessert recipe called "Death by Chocolate." The style fit (supported) the recipe itself. In whichever genre/document style you choose, you will need to work in the recipe so that it is recognizable and usable. **You will NOT be creating the generic 3x5 type of recipe. If you have a question about your medium, please talk with me before moving forward on your project.**

2) **Audience Shifting**

Instead creating a text only, visual only, and a combination set of documents, for this project, you will only have one form—the combined document (the completed recipe). **HOWEVER, you are going to create two versions of it if for two widely different audiences.** One set must be from a younger group, and the other from an adult group. For example, say you chose to mix the forms of the novel and recipe. Of course the novel has its (varying) technical formatting and layout, but, it also contains a voice and tone. How would, say, a romance novelist present a recipe to a group of 10 year olds? How would this person write it for a group of lawyers? Remember, successful food preparation *of the same item* is still the goal for both versions. For example, if you are

writing a recipe for Granny's Classified Duo-Drop Cakes, then both groups should be able to prepare identical cakes. As we've been discussing in class, just because an audience is younger or older, doesn't mean you don't go into details—the trick is, based on your audience, *how* do you describe/present the different steps so that they both have their cakes and eat them too?

For both of these tasks, the idea is to pay attention to the details of style, voice, tone, phrasing, physical layout and formatting, etc. of the source document types (which means research) and apply them to creating a recipe document form that is clear and usable for your two different audiences. Be sure to consider all of the different elements we've been discussing in class: images, labels, fonts, negative space, text, the medium itself, etc... If your medium is online, be sure to provide a presentation that includes the link so you can still exchange your recipes (we will still need a hard copy, though).

THE PROJECT PORTFOLIO

For your project, each GROUP will need to create one hard copy (that is, one hard copy PER GROUP) of your documents for me, put together in some way that suggests a whole. Some people have used binders and folders to create a "package" but don't limit it yourself to that; there are many other creative ways to accomplish this. REMEMBER: this is also a technical document; so consider the aspects of a technical document (finding information quickly, etc...)

For Moodle, each MEMBER of the group must upload all of the (same) documents for your portfolio using the assignment link on Moodle AND to the forum. These documents may be uploaded all within a single file or as separate, individual files.

The portfolio itself should include *at least*:

- **Coversheet** of some sort (play around) for Group, Name, Class, date information.
- **Project Planning Forms** (try blending forms you made in your earlier groups or creating something new from scratch). You can try blending elements that worked well from your previous groups, or create something new from scratch.
- **Recipe** (both versions)

A WORD ON TECHNOLOGY

If it is easier to use your own laptops for your presentations, by all means bring them in. You will have noticed by now that I myself prefer my own sled. We only have a VGA cable though, so if you use a Mac, you will need a display port to VGA adapter...

Also, as I was saying in class, if you use other programs besides Word, that is fine for the hardcopy. **But for the electronic copy (for the class files in the forums), for other types of documents (Publisher, Powerpoint, etc) please save your files in a PDF format.** I don't want to limit your creations by your selection of tools. Please talk with me if you have other ideas, problems or questions with this issue. I want to be flexible.

THE AFTERMATH (EVALUATIONS)

As with all projects, for both presentations and your own group meetings (virtual/physical), you should be taking notes. Remember that you will have to rate each of the other group's projects as well as write an evaluation of the project experience and all the team member's contributions using the "Collaborative Project Evaluation Form" (on Moodle under the "Forms and Other Files" section). I will let you know when the links for these two other assignments are ready.