

Design With Direction

Analyze how a campaign card moves readers from attention to action.

12.P.AC.3.d “Consume and produce multimodal texts, integrating a variety of genres, text features, and craft techniques to influence target audiences and achieve specific purposes. (I/C)”

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Underline two phrases that persuade readers, circle two visual or navigational features, and number three elements that move readers from a problem toward an action. Marking these choices will help you see how the design fits its audience and purpose.

Ride Together, Breathe Easier

- ① On Monday, the student transit council released a one-page campaign card titled “Ride Together, Breathe Easier.” Its audience is commuters who usually travel alone to school. At the top, a bold headline sits beside a photograph of two students locking bicycles at a rack. Beneath the image, a green callout reads, “One shared ride can mean one less car in the drop-off line.” The card uses short, direct sentences and the repeated word “together” to make shared travel sound practical and social. A small bus icon introduces the next section.
- ② That section pairs a simple map with three labeled stops: Oak Library, East Market, and Central Station. A caption under the map states, “Find a route that fits your morning.” To add evidence, a sidebar states, “Most U.S. workers drive alone to work,” and cites the U.S. Census Bureau’s American Community Survey. The claim appears in large type, while the source appears in smaller type below it. By placing the statistic next to the map, the designers connect a national travel pattern to a choice readers can make. The layout guides the eye from problem to option.
- ③ At the bottom, a boxed action panel offers three choices: “Scan the QR code for route schedules, join Thursday’s bike-train meeting, or text a friend before 7:30.” The QR code leads to the local transit agency’s schedule page, so it gives readers a tool rather than just a slogan. A final line, “Your seat can change the street,” uses rhyme and a second-person pronoun to create a memorable ending. The campaign card does not claim that every commute can be car-free. Instead, it asks readers to try one realistic change and provides several ways to begin.

2 ANSWER WITH EVIDENCE Use the passage

1 Who is the campaign card trying to influence? Identify two design choices that show this audience.

2 How do the short sentences and repeated word "together" help the campaign's purpose?

3 What evidence does the sidebar use, and why is it placed next to the map?

4 How does the action panel do more than simply tell readers to use less car travel?

3 YOUR TURN Your own words

Create a one-page campaign card for seniors at your school that encourages them to check their voter registration before an upcoming election. Include a headline, a visual description, an informational fact box or practical detail, a call-to-action panel, and at least two craft choices, such as repetition, parallel structure, a rhetorical question, or precise word choice.

PART 1 • READ AND MARK

Underline two phrases that persuade readers, circle two visual or navigational features, and number three elements that move readers from a problem toward an action. Marking these choices will help you see how the design fits its audience and purpose. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	Who is the campaign card trying to influence? Identify two design choices that show this audience.	It targets students who usually travel alone to school. The photo of students with bicycles and the reference to the school drop-off line show that audience.
2	How do the short sentences and repeated word “together” help the campaign’s purpose?	They make shared travel seem simple, practical, and social, which encourages readers to consider changing how they travel.
3	What evidence does the sidebar use, and why is it placed next to the map?	It states that most U.S. workers drive alone to work and cites the U.S. Census Bureau’s American Community Survey. Next to the map, it connects the travel problem to a possible route choice.
4	How does the action panel do more than simply tell readers to use less car travel?	It gives three specific next steps and provides a QR code that leads to route schedules, so readers have tools for acting.

PART 3 • YOUR TURN (SAMPLE ANSWER)

YOUR VOICE, READY [Visual: A phone screen displays an official election website beside a marked calendar.] FACT BOX: Registration deadlines and rules differ by state. Use your state or local election office website to check your status and election dates. What can two minutes today protect? Your chance to vote when election day arrives. ACTION: Check. Confirm. Vote.

Accept responses that clearly name audience, purpose, and design choices with support from the passage. For the campaign card, accept varied topics and formats when the student includes the required features and uses craft choices purposefully for senior voters.