One Message, Many Forms

Analyze how one message adapts across a poster, post, and alert.

10.P.AC.3 "Text Design: Consider the impact of text design on audience and purpose when consuming and producing texts across modes and genres."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline information that stays the same across the messages, circle three design choices, and label each circled choice 1 for a hallway reader, 2 for an Instagram viewer, or 3 for a text subscriber. Use your marks to track how design supports a purpose in each reading situation.

Recycling Message, Redesigned

1 Lincoln High planned a Saturday electronics-recycling drive for families, students, and neighbors. Organizers needed people to bring old phones, chargers, and small devices to the west parking lot between 9:00 a.m. and noon. Their purpose was not only to collect materials but also to prevent confusion at a busy event. Because people would encounter the message in different places, the communications team created a hallway poster, an Instagram post, and a short text alert. Each version kept the same essential facts, yet its design changed to match how the audience would likely read it.

2 The poster hung near cafeteria doors, where students had only a few seconds to notice it. A large green headline, "DON'T TRASH TECH," appeared at the top. Below it, a bold date and time sat inside a pale box, while a simple battery icon pointed toward the location line. The lower third used a short list, "Phones. Cables. Tablets," instead of a dense paragraph. A QR code and the words "Check accepted items" were placed in the bottom right corner. Empty space around these parts made the poster easy to scan from several feet away.

③ On Instagram, the team used a photo of a tangled drawer of cords with the same green headline placed over the image. The caption opened with the date, then used two brief sentences to explain what to bring and why recycling matters. A carousel's second image showed a map with a bright arrow from the school entrance to the west lot. For subscribers who had already signed up, the text alert omitted the slogan and image: “Tech recycling, Sat. 9–12, west lot. Details: link.” Its compressed form suited a small screen and gave returning readers the immediate action information they needed.

2 ANSWER WITH EVIDENCE

Use the passage

1. Name two design choices in the poster and explain how they help students who pass it quickly.

2. Which essential facts appear in all three message versions?

3. Why does the Instagram version include both a photo and a map image?

4. What does the text alert leave out, and why does that design fit its audience and mode?

3 YOUR TURN

Your own words

Create two versions of an announcement for a school book swap on Friday from 3:30 to 5:00 p.m. in the library: a hallway poster and a phone text alert. Include the same essential facts in both, but use at least two different design choices, such as heading size, spacing, an image, a list, or shortened wording, that fit each mode.

ANSWER KEY

One Message, Many Forms

GRADE 10 · 10.P.AC.3

PART 1 · READ AND MARK

Underline information that stays the same across the messages, circle three design choices, and label each circled choice 1 for a hallway reader, 2 for an Instagram viewer, or 3 for a text subscriber. Use your marks to track how design supports a purpose in each reading situation. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Name two design choices in the poster and explain how they help students who pass it quickly.	**The large headline and bold date and time help readers notice the event quickly. The short list, icon, QR code, and empty space also make details easy to scan.**
2	Which essential facts appear in all three message versions?	**All three identify the electronics-recycling event, Saturday from 9:00 a.m. to noon, and the west parking lot.**
3	Why does the Instagram version include both a photo and a map image?	**The photo catches attention and connects to old cords, while the map gives viewers a visual route from the school entrance to the west lot.**
4	What does the text alert leave out, and why does that design fit its audience and mode?	**It leaves out the slogan and image. Its short wording fits a small phone screen and gives returning subscribers immediate action information.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

BOOK SWAP

Friday, 3:30–5:00 p.m.

LIBRARY

Bring a book. Find a new read.

TEXT ALERT: Book Swap, Fri., 3:30–5:00, library. Bring a book, choose a new one.

Accept other well-supported explanations of how visual, spatial, or wording choices suit the stated audience and purpose. For Part 3, both versions should keep the event, time, and location while showing meaningful design differences between a poster and a phone alert.