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Proposal: Challenge Future Designers to Consider the Second Life of Their Products and  
Creations

### **Message for Persuasive Campaign**

College students are the chance for a better future than the current destructive and corrupted time we live in now. Design students can redesign current products, creations, ideas, and design their own to change the world around us. The most important idea of this is giving these designs a second life and to think for the long term. Future designers need to keep in mind of the effects their designs can have on people and the world around them. They need to take responsibility for these designs as it's a challenge for designers to consider the moral, ethical, and cultural second lives of their designs. These future designers of innovation are college students who will graduate and work in the field of design. The college students that are headed to success in this are UTD AHT students and in a short video clip this persuasive message can be conveyed to UTD AHT students to inspire such innovative thinking.

### **Research for Target Demographic**

Qualtrics did a current research on more than a thousand college students in the United States. They found three main things that college students found important. There's two that will be focused on in persuading them to greater innovation and design to look beyond what a product or design can do. First, making sure their voices are heard and second, showing them that leaders care. Only 52% of college students feel their voice is heard. 65% of students agree

that their institution understands what's important to them. 85% of college administrators agree that their leaders at the institution do care about students, yet only 68% of students believe they're cared about by their leaders at the institution. Taking all of this into consideration it can be concluded that college students need to see change and innovation with leaders in their respective fields who can show them they care and the pathway to a future they can change for the better. The specific target audience will be UTD AHT students who have professors and leaders that have done great things in the field of design, animation, and gaming.

### **Attitude Functions Applied to Target Audience**

The attitude function for this target audience is value-expressive with AHT students having their own specific values to strive for success and innovation. According to Frymier and Nadler, the value-expressive attitude function has receivers who want to express specific values that represent beliefs that are important to them (27). These type of receivers are "more likely to rely on their own attitudes, beliefs, and feelings to guide their behavior" (Frymier and Nadler 128). AHT students have worked hard to get into the AHT department at UTD. Not just anybody can be accepted. AHT students all have similar beliefs, values, and morals that pertain to them being an AHT student.

### **Rhetorical Appeals Strategies (ethos, pathos, logos)**

The rhetorical appeals for this persuasive campaign will focus on all appeals, ethos, pathos, and logos. Logos and pathos need to be precise since the attitude function is value-expressive. The way to bring ethos into the persuasive campaign will be to have a UTD AHT Professor and leader in the short video as a spokesperson. Logos can be added into the persuasive campaign to give more ethos to the Professor. Logos can also be placed in examples of what it means to give a second life to design and think about what their creations, ideas, and

products can do for the long term beyond their original purpose to lessen the destruction and corruption for a better future. Pathos will come out in how the Professor cares about his students and inspires them towards an innovative future.

### **Channel for Target Demographic**

Considering the target demographic are college students the best channel would be to use social media, but since the specific college students are AHT students it would need to be posted on the AHT Twitter social media page. It's a persuasion of inspiration and expresses the values it means to be an AHT student. Since it's focused on AHT students, another channel that could be used is in the lectures of AHT classes and even be put on the AHT homepage. It could potentially become a clip used to persuade future AHT students as well as the current ones, who are all future designers.

### **Example of Visuals for Campaign**

[https://www.youtube.com/watch?v=FYcisM8v\\_qU](https://www.youtube.com/watch?v=FYcisM8v_qU)

Works Cited

“Caleb Bagby and Wayne Fullam - Inspiring Innovation.” *Www.youtube.com*,  
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Frymier, Anne, and Marjorie Nadler. *Persuasion: Integrating Theory, Research, and Practice*, 4th ed. Kendall Hunt. 2017.

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[paignid=18156909754&Target=&targetid=&Device=c&devicemodel=&loc\\_physical\\_ms](http://www.qualtrics.com/blog/college-experience/?utm_source=google&utm_medium=ppc&utm_campaign=US-CX-)

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Accessed 13 Nov. 2022.





**SUCCESSFUL DESIGNERS ARE  
INNOVATIVE DESIGNERS!**

# REINVENTING DESIGN

**INNOVATE YOUR DESIGNS TO HAVE A SECOND LIFE.**



Date: 12/10/22

Time: 4 p.m.

Location: *UTD Meteor Theatre*



ARTS  
HUMANITIES &  
TECHNOLOGY