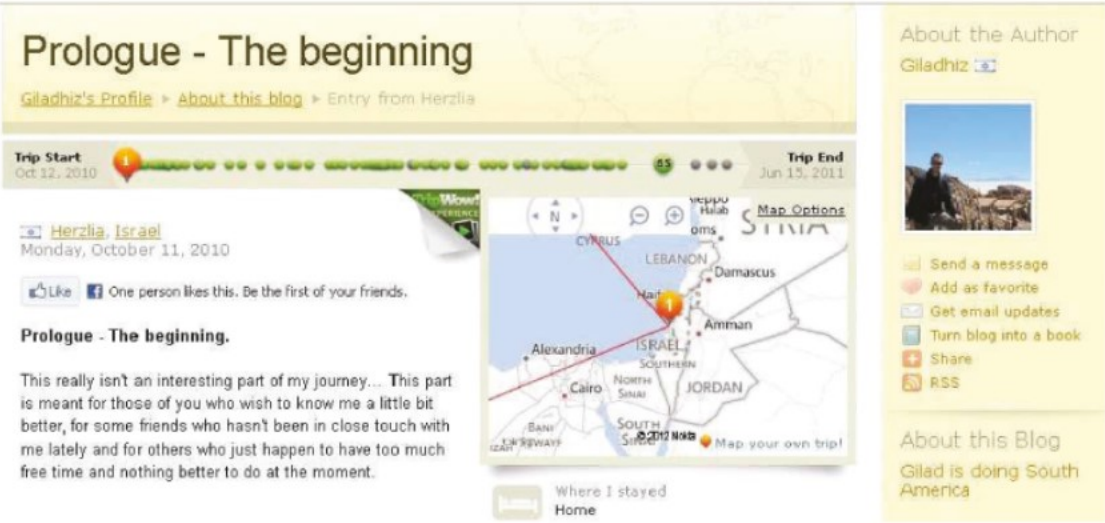# Design

Design describes the visual features of a composition, including the use of headings, format, color, and illustration. Design is aesthetic but also functional. As we discuss throughout the book, the design features you and other writers choose can be important in achieving purposes and reaching audiences. Take a look at how Gilad uses images in his blog. Maps show readers exactly where this traveler is, the timeline indicates the duration of his trip, and the photos of Gilad help readers connect with him personally. Gilad's photos documenting his travels let readers see what he saw. Because one of his purposes is to allow others to share in his travels vicariously, the photos are particularly important.

Sources

Sources are the people, conversations, documents, books, journal articles, movies, and other works that we refer to for facts, perspectives, and models as we compose. For example, sources Gilad drew on for his travel blog (see below) include Google Maps, the people he meets, and tourist information, such as brochures from historical sites. In this book, we consider sources because sources shape what writers create.

When you compose in certain genres, such as academic and research essays, you need to document the sources you refer to. In other cases, such as novels, comics, and music lyrics, while you've read and used sources, you're not required to document them formally. Whether or not sources need to be documented depends on the rhetorical situation. Sources referred to in a research essay aimed at academic readers should be documented because readers will want to know where ideas and information came from; the purposes of song lyrics are different, though. Listeners of a song aren't listening for information, so the sources of information are less important. Throughout the book we look at the conventions of specific genres in this regard, and in Chapter 13, we provide specific guidelines for using documentation styles.

Credit: Gilad Hizkiyahu.

► TRAVEL BLOG

Gilad Hizkiyahu, Excerpt from *Gilad Is Doing South America*. The design that Gilad chose for his blog showcases his text and visuals and allows him to link out to various sources.

To compose in different genres, you first should be able to identify them, see how other writers use them to achieve purposes and reach audiences, and learn some of the basic features so you can experiment.