2nd Place PPW: "What the F*ck Do I Do in Lab?" by Remy Frawley

Today, I am honored to introduce the 2nd-place recipient of this year's PPW Award, Remy Frawley, for her project, "What the F*ck Do I Do in Lab?: A Semi-Comprehensive Guide to My Research," written for Sarah Leaven's course, Integrating Writing and Design.

Anyone who's ever developed an expertise, in any skill or field, knows that explaining what you *do* on the day to day can become pretty difficult. I, myself, am best friends with a microbiologist who sends me sprawling, 10-minute voice messages updating me on her research. This is why it was so impressive to receive Remy's project — a lively, 20-page pamphlet designed to explain her research to close friends and family. Within it, Remy guides us through everything from RNA to the neuroimmune system to the reality that yes, for the greater good, she unfortunately *does* need to sacrifice some mice.

We were impressed by the clarity, humor, and precision of Remy's confident writing. On every page of this document, elements of writing and design work together to communicate effectively. Readers are offered well-made diagrams and lab imaging as visual aids, and those live alongside guiding language and humorous asides. Like all great public-facing writers, Remy is hyper-conscious of her readers and their needs. There are hundreds of small decisions to make in a document like this, where the line between "too much" information and "too little" is a tightrope. Remy walks it like an acrobat.

And so, it is our great pleasure to present Remy Frawley with this award. Congratulations, Remy!