ENGLISH 2311
Business and
Technical
Writing
Assignments

Instructor: Kelli L. Wood

This document contains the writing and presentation assignments for English 2311 Make sure to consult your schedule for all assignment due dates. See kelli•ninja for additional resources.

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ASSIGNMENT WEIGHTING

Each unit is worth 18% of your grade. The following explains the breakdown in points for the unit components.

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- Letter Assignment   25%
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- ☐ Initial Draft   10%
- ☐ Formal Report   30%
- ☐ Final Presentation   20%

SOURCE SUMMARIES

Source Summary #1 due to the appropriate discussion board by 12:50 p.m. Find and post at least two websites on what makes sources credible. With each of them, provide a 3-5 sentence summary of the information and a rationale for why it's credible. Be ready to present your information during class.

Source Summary #2 due to the appropriate discussion board by 12:50 p.m. Find and post at least two websites on online/business etiquette. With each of them, provide a 3-5 sentence summary of the information and a rationale for why it's credible. Be ready to present your information during class.

Source Summary #3 due to the appropriate discussion board by 12:50 p.m. Find and post a website on <u>each</u> of the following (put them all in one post): 1) email format/layout, 2) business memo (memorandum) format/layout, and 3) business letter format/layout. With each of them, provide a 3-5 sentence summary of the information and a rationale for why it's credible. Be ready to present your information during class.

Source Summary #4 due to the appropriate discussion board by 12:50 p.m. Find and post at least two websites on writing a technical report. With each of them, provide a 3-5 sentence summary of the information and a rationale for why it's credible. Be ready to present your information during class.

Source Summary #5 due to the appropriate discussion board by 12:50 p.m. Find and post at least two websites on writing a good research essay proposal memo. With each of them, provide a 3-5 sentence summary of the information and a rationale for why it's credible. Be ready to present your information during class. (This is Unit 5 preparation. See your schedule for the proposal memo due date; however, you are <u>highly</u> encouraged to turn it in early.)

Source Summary #6 due to the appropriate discussion board by 12:50 p.m. Find and post at least two websites on writing instructions. With each of them, provide a 3-5 sentence summary of the information and a rationale for why it's credible. Be ready to present your information during class.

Source Summary #7 due to the appropriate discussion board by 12:50 p.m. Find and post at least two websites on developing questions for feedback/survey forms. With each of them, provide a 3-5 sentence summary of the information and a rationale for why it's credible. Be ready to present your information during class.

Source Summary #8 due to the appropriate discussion board by 12:50 p.m. Find and post at least two websites on APA style writing and/or citation. With each of them, provide a 3-5 sentence summary of the information and a rationale for why it's credible. Be ready to present your information during class.

Source Summary #9 due to the appropriate discussion board by 12:50 p.m. Find and post at least two websites on APA paper format and APA annotated bibliographies. The websites can discuss both, or you can post one website on each topic. With each of them, provide a 3-5 sentence summary of the information and a rationale for why it's credible. Be ready to present your information during class.

Source Summary #10 due to the appropriate discussion board by 12:50 p.m. Find and post at least two websites on developing a brochure. With each of them, provide a 3-5 sentence summary of the information and a rationale for why it's credible. Be ready to present your information during class.

Source Summary #11 due to the appropriate discussion board by 12:50 p.m. Find and post at least two websites on developing a good business web page. With each of them, provide a 3-5 sentence summary of the information and a rationale for why it's credible. Be ready to present your information during class.

Source Summary #12 due to the appropriate discussion board by 12:50 p.m. Find and post at least two websites on writing a good resume. With each of them, provide a 3-5 sentence summary of the information and a rationale for why it's credible. Be ready to present your information during class.

Source Summary # 13 due to the appropriate discussion board by 12:50 p.m. Find and post at least two websites on writing a good job cover letter. With each of them, provide a 3-5 sentence summary of the information and a rationale for why it's credible. Be ready to present your information during class.

UNIT 1:
CREDIBILITY, ETIQUETTE, EMAIL, MEMOS, and LETTERS

For this assignment, you will examine, research, and apply a number of things we will use throughout the semester:

- Credibility: what makes sources credible
- Etiquette: what is involved in online/business etiquette
- Email: the basics of business email, including format, content, tone, and style
- Memos: the basics of the business memo, including format, content, tone, and style
- Letters: the basics of the business letter, including format, content, tone, and style

You will be expected to use the knowledge you gain from this unit throughout the course. When you complete assignments, you need to pay attention to which format you are submitting them in follow those conventions. Always check the sources you use for credibility, and use proper etiquette.

INTRODUCTION LETTER

Using correct business format, write me a letter introducing yourself. You should provide a brief opening paragraph, then a full body paragraph that discusses what your major is, why you are interested in it, and what you hope to do with it once you graduate. If you are seeking a higher degree, discuss that as well. In a second body paragraph, tell me about what you feel strong about in terms of your writing and what worries you in terms of your writing. Be specific—let me know what you're good at and what you want help with. End your letter with a brief closing paragraph. Do not forget to sign your letter! I will deduct 20 points for any unsigned letter in the course.

My business address is 9570 Gateway Blvd. North; El Paso, Texas 79924.

MEMO

Compose a memo to me discussing the keys to remember in writing a business email. Use sources and make sure to attribute them clearly. Follow the guidelines you have learned about how to write a business memo, and be complete but concise in your discussion of email.

EMAIL

Compose an email to me discussing the use, format, tone, and style of a business memo. Use sources and make sure to attribute them clearly. Follow the guidelines you have learned about how to write a business email, and be complete but concise in your discussion of memos.

EXTRA CREDIT

Include any drafts you took to the writing center. Place them below the final version of the document. They must be clearly labeled, stamped* by the writing center, and you must go at least one day before the assignment is due to get credit. If you went with a draft of an assignment that was due online, submit the writing center draft to me in person. (Not all writing centers provide a stamp on your draft, but all will give you some proof you were there, so if you go to another campus' writing center, include that.)

Remember that you can do this with all written assignments.

UNIT 1 RUBRIC		

PROFESSIONALISM	**Original**	**Revision**
Timeliness		
Organization		
Completeness		
SOURCE SUMMARIES		
#1: Credibility		
Content		
Format		
Style and Tone		
Grammar & Mechanics		
#2: Etiquette		
Content		
Format		
Style and Tone		
Grammar & Mechanics		
#3: Memos and Letters		
Content		
Format		
Style and Tone		
Grammar & Mechanics		
INTRODUCTION LETTER		
Content		
Format		
Style and Tone		
Grammar & Mechanics		
MEMO		
Content		
Format		
Style and Tone		
Grammar & Mechanics		
EMAIL		
Content		
Format		
Style and Tone		
Grammar & Mechanics		
REVISION		
If you choose to revise, you may do so by the date announced in class. For print documents, include the original graded ones and this sheet with your revisions. Place all new copies atop the originals. Include this sheet on top. Reply to the email, placing your revised work at the top. Reply to your source summary in the discussion forum. If you are only revising the email and/or source summaries, turn this sheet in to me with a note attached to that effect. I will not grade work that does not include the original version and this chart.		

UNIT 2:
INTERNAL COMMUNICATION

This unit focuses on internal communication: informal reports, memos, instructions, and forms. For this assignment, you will write a brief memo proposing a set of instructions, write the instructions, test them using a feedback form, and refine them, presenting your work in a final informal report (cover letter) for final grading.

CREATE YOUR OBJECT

Build some object using ordinary, common (some may be not-so-common) objects found at home (such as paper, pencils, cardboard, post-it notes, paperclips, tape, straws, etc.) to make your object. You must be able to bring to class all the pieces necessary for assembling at least 3 copies of your object. (No power tools or illegal things, which include drinking-alcohol on campus.) Your object should consist of 10-30 pieces. The assembly time should not be greater than 15 minutes.

PROPOSAL MEMO

Assuming I am your boss and that you have seen the need for a set of instructions for a product your company produces, write a proposal memo for developing those instructions. Explain the need for them, outline your process, and time line. (See the rest of the assignment and the schedule to help you with the last of those.)

INSTRUCTIONS

After that, you will write a set of instructions that explain how to build your object, and some of your classmates will try to build your object using only the written instructions for guidance. This means you should tailor your instructions toward an audience of typical university undergraduates.

Your instructions may not exceed more than two pages. The focus of this assignment is prose, not pictures, so you may not use graphics yet. In addition to the clarity of instructions, focus on clarity the effectiveness of their design, but do not include a picture of the final product. Make sure your name clearly appears on the document. Keep design in mind.

FEEDBACK FORM/SURVEY

Develop a feedback form/survey based on your experience to use when we do our testing. The form should be designed to figure out what worked and what didn't work in your prototype instructions. You will need to have at least 3 copies of this form on Focus Group Day.

Feel free to take your drafts to the writing center as well. Make sure to keep design in mind.

BETA TESTING

On beta testing day (see schedule) bring the disassembled components of your object (enough for three others to build it), three copies of a good draft of your instructions, and three copies of your survey/feedback form to class. If your object requires tools—screwdrivers, scissors, etc.—make sure and bring those as well. You will build each other's objects in class, which we expect will generate suggestions for improvements to your instructions.

Let me know if you have anything messy—paint, glue, etcetera, so I can bring tablecloths as needed.

REFLECT AND REVISE

After this process, you should adapt and change your instructions and feedback form to reflect what you've learned to prepare it for our focus group.

FOCUS GROUP TESTING

On focus group testing day, (see schedule) bring the disassembled components of your object (enough for 3 others to build it), 3 copies of a good draft of your instructions to class, and 3 copies of your feedback form/survey.

If your object requires tools—screwdrivers, scissors, etc.—make sure and bring those as well. You will build each other's objects in class, which we expect will generate suggestions for improvements to your instructions.

REFLECT AND REVISE

After this process, you should adapt and change your instructions and feedback form to reflect what you've learned.

*At this point, you can add graphics into your instructions for up to 5 points extra credit.

PORTFOLIO

For your final portfolio, you will present your instructions and feedback forms. Begin your portfolio with a cover letter to the boss (me) explaining your process and what you learned along the way, and how the final instructions represent what you claimed customers needed in the original memo and how the final version of the feedback form allows for further testing.

Include the following in your final portfolio. Present this in a business-like fashion with each section clearly labeled and organized.

- Cover Letter
    - *Optional Writing center drafts (stamped by the writing center, or signed by the tutor)
- Instructions
    - Final Version of Instructions
    - Focus Group Instructions
    - Colleague Focus Group Instructions
    - *Optional Writing center drafts (stamped by the writing center, or signed by the tutor)
- Feedback Form/Survey
    - Final Version of Feedback Form
    - Focus Group Feedback Form
    - Colleague Focus Group Form
    - *Optional Writing center drafts (stamped by the writing center, or signed by the tutor)
- Original Proposal Memo
    - *Optional Writing center drafts (stamped by the writing center, or signed by the tutor)

Grading criteria is on the next page.

UNIT 2 RUBRIC

PROFESSIONALISM	
Timeliness	
Organization	
Completeness	

PROPOSAL MEMO	
Format: follows memo format including initialing by name	
Content: Includes required information	
Development: Explains the situation and is written for the context given in the assignment.	
The style and tone fit the audience and situation.	
Grammar and Mechanics: The document is free of error, and represents professional attention to detail.	

PORTFOLIO

Cover Letter	
Cover Letter is reflective of the process and shows both the learning and revision strategies experienced throughout the assignment. Finally, it clearly explains the need and benefit of the set of instructions	
The documents show attention to audience and purpose.	
The style and tone fit the audience and situation.	
The document is free of error, and represents professional attention to detail.	

Instructions	
The design and presentation is readable, consistent, and attractive, but does not overwhelm the message.	
The steps are clearly and specifically explained for the intended audience.	
The document is free of error, and represents professional attention to detail.	
Graphics (Optional—Extra Credit up to 5 points)	

Feedback Forms/Surveys	
The forms reflect thoughtfulness about the information sought and illicit good feedback.	
The document is free of error, and represents professional attention to detail.	

	Original Grade	Revision
Source Summary # 6 10%		
Source Summary #7 10%		
Proposal Memo 10%		
Beta Testing 10%		
Focus Group 10%		
Instruction Portfolio 50%		

REVISION	Revision due by
If you choose to revise, you need to include this sheet with the revised project. Place all revisions on top of their corresponding *original* documents in your portfolio, and mark revisions clearly with post-its or something like that. I will not grade revisions if either of these things is missing.	

UNIT 3:
EXTERNAL COMMUNICATION

For this unit, you will work on refining your written skills and build your design and marketing skills along with your teamwork skills. As a team, you will imagine a business, or target a small local business. You may also choose to focus on a specific college club or organization. You will be creating a marketing package for them that includes the following:

- Brochure
- Web page
- Business Card and Letterhead with Logo
- A presentation of the design, discussing how the design and content reflect the business or group in a positive and professional light.

Over the course of the weeks we work on this, I will introduce you to some simple ways to use common tools to achieve these goals.

PRESENTING YOUR DOCUMENTS

Present your work together in a presentation portfolio and include the following in this order:

- Cover Letter detailing what is being presented, the goals and key things to note. This should be addressed to the business or entity you have created the marketing package for.
- Letterhead with logo
- Brochure
- Business Card
- Website
- Peer Review drafts of the letter and brochure, as well as writing center copies if you went.

PERSONAL RESPONSIBILITY EMAIL

On the due date, email me detailing the individual work you did on this project. You need to include specifics in that email and attach supporting documents.

PRESENTATION

You will imagine you are presenting to the business or group you've designed the package for. Your presentation should cover the design, discussing how the design and content reflect the business or group in a positive and professional light. You should show each document (logo, letterhead, brochure, and website) and discuss the considerations you made in putting it together for the specific business or entity as well as how the design and content reflect the business or group in a positive and professional light. This is a formal presentation.

GROUP RUBRIC	
Timeliness	
Organization	
Completeness	
PRESENTATION	**GRADE:**
Shows attention to audience and purpose: is presented as required in the assignment.	
The speakers discuss the rationale behind the design choices.	
The design represents the businesses message, attitude, and image.	
Group shares presentation responsibilities and addresses the class as a whole, not just the teacher/boss.	
COVER LETTER	
The cover letter addresses the correct audience as discussed in the assignment.	
The letter explains the rationale for design choices and how they work with the content/company.	
The design and format follow good practices in writing business letters	
The document is free of error and represents processional attention to detail.	
The letter is signed	
LETTERHEAD WITH LOGO	
Shows attention to audience and purpose	
The design is readable, consistent, and attractive, but does not overwhelm the message.	
The design represents the businesses message, attitude, and image.	
The document is free of error and represents processional attention to detail.	
BROCHURE	
Shows attention to audience and purpose	
The design is readable, consistent, and attractive, but does not overwhelm the message.	
The design represents the businesses message, attitude, and image.	
The document is free of error and represents processional attention to detail.	
BUSINESS CARD	
The design is readable, consistent, and attractive, but does not overwhelm the message.	
Shows attention to audience and purpose	
The design represents the businesses message, attitude, and image.	
The document is free of error and represents processional attention to detail.	
WEBPAGE	
Shows attention to audience and purpose	
The design is readable, consistent, and attractive, but does not overwhelm the message.	
The design represents the businesses message, attitude, and image.	
The document is free of error and represents processional attention to detail.	
PORTFOLIO GRADE	
REVISION	
If you choose to revise, you need to include this sheet with the revised project. Place all revisions on top of their corresponding documents and mark revisions clearly with post-its. I will not grade revisions if either of these things is missing.	

UNIT 3: INDIVIDUAL RUBRIC See the group rubric and documents submitted for specific responses.			
		Original Grade	**Revised Grade**
Source Summary #10	**10%**		
Source Summary #11	**10%**		
Portfolio	**30%**		
Presentation	**30%**		
Personal Responsibility Email	**20%**		

UNIT 4:
JOB SEARCH PORTFOLIO

For this assignment, you will find a job description for a professional job in your field. To do that you will have to identify trade journals or specific websites that list professional positions for the job you want. Using that as your goal, you will create a resume and a cover letter suited to applying to that job. The assignments we go through during this unit will help you build these documents.

You will need to bring in various parts of this as we move through the unit. You will have some time to work on this in class, but should make sure to work on it out of class as well.

JOB DESCRIPTION

To begin you will need to find a job description for a job in your intended field. To do this, you need to look in professional journals, websites, and other places jobs in the field are advertised. Once you find that job description, you need to analyze it as well as the business's website and other information you can find. You need to familiarize yourself with the prospective employer's mission statement, key words, and attitude. You will need to turn in a print copy of the job description with your final documents.

RESUME

Based on the job description, you will create a resume that is specifically tailored for that job and that employer. You will be imagining that you are done with your studies, so you will include things you have not yet done. To do that, you need to investigate what the future holds for you in terms of studies and other professional options.

COVER LETTER

You will develop a cover letter to include with your resume. In short, your cover letter should address the job advertisement specifically and point out specific skills, talents, and/or experiences that make you right for the job and that don't necessarily fit in the resume.

JOB SEARCH PORTFOLIO

When you turn in the final project you must have had at least one draft of each document reviewed and signed by a classmate, and you may take it to the writing center. With your final versions, turn in these documents:
- A copy of the original job description
- Final cover letter
  - Cover letter drafts
  - A peer-reviewed draft
  - Writing center drafts (optional)

- Final resume
  - Resume drafts
  - A peer-reviewed draft
  - Writing center drafts (optional)

UNIT 4 RUBRIC

PROFESSIONALISM	ORIGINAL	REVISION
Timeliness		
Organization		
Completeness		
COVER LETTER		
The cover letter is signed		
The cover letter clearly conveys its message, showing how you meet the criteria for the job in both a creative and clear way.		
The cover letter is designed in a professional manner.		
The tone and voice in the document fit the level of formality and are clearly aimed at the intended audience.		
The document is free of error and represents professional attention to detail.		
RESUME		
The resume clearly conveys its message, showing how you meet the criteria for the job in both a creative and clear way in response to the job announcement.		
The resume is appropriate to the field.		
The design is clear, engaging, and well-thought out.		
The tone and voice in the document fit the level of formality and are clearly aimed at the intended audience.		
The document is free of error and represents professional attention to detail.		
GRADES		
Source Summary #12 10%		
Source Summary #13 10%		
Cover Letter 40%		
Resume 40%		
REVISION		
If you choose to revise, you need to include this sheet with the revised project. Place all revisions on top of their corresponding documents and mark revisions clearly with post-its or something notable. I will not grade revisions if either of these things is missing.		

UNIT 5:
FORMAL REPORTS

For this assignment, you will write a technical report or white paper. This report should be properly formatted and documented in APA style. You should use headings, graphics, and visuals as appropriate to your topic. It should be a minimum of 8 double-spaced pages, exclusive of graphics and the references page(s). It should follow standard APA format in terms of font and margins. We will discuss the specifics of the assignment in class. We will look over other samples in class, but take a look at this one to get a general idea: Crime in Leesburg, Virginia.

TOPICS

Use the following topic suggestions to brainstorm ideas for your own formal report or develop your own.

- Analyze and recommend a new technology, tool, or approach. (Sample)

- Analyze and propose: look at a system in place and make recommendations for changes (college, school, city, workplace, etc. You'll need to narrow it down to something specific about it.)

- An analysis of starting a business in the city of your choice. This should consider state and local laws, ordinances, economy, local resources, and any grants or funding available to small or start-up businesses. Draw conclusions on the feasibility of starting your own business.

- Analyze frequencies, uses and implications of a specific cultural meme or icon. Evaluate the implications and ramifications. (E.g.: The prevalence of princess iconography on little girls' toys and clothes, and the psychological and cultural effects; the percentage of selfies posted to social media by you and your close friends, and the implications of that based on research about selfies.)

- Compare two to three similar things and recommend one over the other. (Schools, Jobs, Appliances, etc.)

- "State of the art" and predicted advances in a specific area of technology (a specific device, program, etc. E.g.: 3D printing, holographic technologies). (Sample)

- Evaluate options and recommend the most useful personal computer or network for an actual local small business or individual, working within a specified budget.

- Analyze your weekly time usage and evaluate its effectiveness, proposing specific changes to support meeting your goals in terms of balancing obligations and free time. (This should include an overview of effective time-management strategies.)

- A rhetorical analysis of a journal or publication in your field. This would include analysis of diction, visuals, content, culminating in a discussion of the expectations the analysis suggests about readers' knowledge in both the field and the cultural/discipline conventions.

AUDIENCE

Since there are many options for this paper, you want to carefully think about whom you're writing to. Are you writing for other people in the field? Are you writing for the lay person--the customer or client who wants to know more about this? If you're writing for the professional, you won't' need to define the technical terms that are familiar in the field. If you're writing for the layperson, then you will probably need to include some definitions. If there are many of them, then you'll have a glossary.

SECTIONS

Look over each of the sources that everyone posted for the Source Summaries, and as usual you'll find they're largely similar. Since you're not necessarily doing experiments, you probably won't need a methodology section; instead yours will be mostly a Review of Literature section, that's simply an informational section that shares the current research (the title of the heading is flexible and should fit in with your overall report, or you may even find that you break the research down into subtopics). Here's a good website on that: http://writing.wisc.edu/Handbook/ReviewofLiterature.html

If you do any interviews, they should be in another section, perhaps called--but think on it and look at your research and see if they have more technical field-specific phrasing for it—Case Studies or Real World Experiences.

Other sections will become apparent based on your research, but you should have an abstract, an executive summary, a table of contents, and a references page.

RESEARCH

For your research, you should have at least 7 or 8 solid sources, that does include interviews if applicable to your topic, but you can also have more. As you start on this through doing your Annotated Bibliography (discussed below) you are beginning to develop your review of literature section. As you find research, cite it and write up your discussion of it. Use APA format. In the technical report the body part is very informational, so your write up of the research will be just that. It will include quotes, summary, and paraphrase to explain the basics of the article and provide their conclusions and recommendations. Again, see the link above as well as the resources listed at the bottom of this handout for a bit more information. You'll also want to do this with the interviews if you have them.

Once you do that, you have the bulk of the body of your report. In putting the paper together, you'll need to decide whether you'll organize by writer(s)/study, or--if they each talk about similar subtopics-- whether you'll use that to organize.

You may have a short section early in the paper on the background, history, or general usage of the procedures. Again, document your sources.

GRAPHICS

When using graphics, make sure they are immediately relevant to what you're discussing on that page. You will need to provide proper reference and citation to the source of the graphic both in a caption with the graphic and on your references page. If there is supplemental information that is important to share, but not directly relevant to the discussion as it plays out in your paper, point to it in the paper, but put it in an appendix.

PUTTING THE PAPER TOGETHER

Once you've done your research, the introduction and final sections--conclusions and recommendations, are the place you'll discuss your perspective on your topic. I suggest that once you've done your write-ups of your research, you should put it all away and sit down and write a page or so on what you conclude about the you've looked at (conclusion), and explain what you think is the best approach (recommendations).   In a paper like this don't simply think of your conclusion as one paragraph. This does not refer to the concluding paragraph, rather the conclusions you draw from your research. Refer to your research as you do this.

To develop your introduction, first keep your audience in mind. Introduce them to the issue, topic, or debate by talking about the role it plays and the considerations that must be taken in making decisions about it. Basically, this is a short overview of what's to come. Unlike a humanities paper, this report will use language like "In this document/paper/[fill in your word choice here]." Look at the samples.

Remember this is formal, so no I/me/my/you except in direct quotes.   In the end, you should have about 8 pages of text (the actual writing), so that doesn't count the graphics, front matter or back matter. (That's 8 pages double spaced, so if you use a design that doesn't use double spacing, take that into consideration. In short, before you do final formatting, make sure your paper from the introduction to the conclusion and recommendations is at least 4 pages single spaced, excluding the graphics.)

FRONT AND BACK MATTER

After you've drafted your paper, you can do your abstract (2-4 sentences that describe what the report is about) and your executive summary (a one page overview of the basic findings and final recommendations). Again, see samples.

Your final paper will have a cover page that includes the abstract, a table of contents, an executive summary, the report itself, a references page (though you may use footnotes if you choose to--either way, both them and your in-text citations should be in APA format), and perhaps an appendix or appendices and a glossary.[1]

LAYOUT AND DESIGN

In terms of layout and design, there are a number of different ways you can go. You can do a fairly plain format that is similar to the academic paper.

─────Examples of a Plain Layout─────

RMIT University: http://tinyurl.com/jwajrup

Duchess Community College http://tinyurl.com/k6acbhm I love it because it's a technical report on doing technical reports. So, as you look at it, note the tips and instructions it gives in addition to the formatting and layout.

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[1] If you use footnotes in a Stylized Layout, you can do away with your in-text citation, but if it ends up that you have more than three or four footnotes at the bottom of each page, it's going to be better to do in-text citations. (Better—er, um—grade—hint-hint.) If you do choose to use footnotes, here's a simple walk through on how to do that: http://www.wikihow.com/Do-Footnotes.

You can also choose a more sleek and modern design as illustrated in some of the technical reports on the webpage below. Technically, they are called white papers, but there's really not much difference between the two, the major difference being that a white paper may take a more heavy-handed (rhetorically persuasive) approach to arguing for a specific position or conclusion. The technical report does draw conclusions and give recommendations, but the white paper may just be a bit more assertive with it; really the same thing except for the ending tone—but even that's debatable. In these examples, you'll see the author's veered away from the plain format and there are samples of both single-column and double-column papers. So, once you've drafted what you want to say, make a choice about which design approach you want to take. If you find one you like and want to make yours look like it, I can help you do that.

Examples of More Stylized Layouts

That White Paper Guy: This is one way he makes his money. This page links to his samples.
http://www.thatwhitepaperguy.com/that-white-paper-guy-samples.html

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FINAL CONSIDEATIONS

Over the course of the semester we will work on various parts of this. During our last two weeks of class, you should be in the drafting and formatting stage, and I'll help you with design, table of contents, and other technical parts. Of course, *YouTube* and the internet at large are great places to find instruction on that too. Don't forget how helpful the Writing Center is.

FURTHER READING

Literature Review

- The Literature Review, Nina Bryant
  - http://tinyurl.com/mk8aw33
- Getting Started: Assessing Sources/Creating a Matrix/Writing a Literature Review
  - http://tinyurl.com/ldpuh9f
- Writing the Literature Review
  - http://youtu.be/2IUZWZX4OGI (*YouTube* video--part 1 of 3)

Conducting an Interview

- How to Conduct an Interview Like a Journalist
  - http://tinyurl.com/7uu6hga
- 13 Simple Journalist Techniques for Effective Interviews
  - http://tinyurl.com/7uu6hga
- The Art of the Interview
  - http://tinyurl.com/ma43dmm

- Katie Couric on How to Conduct a Good Interview
  - http://youtu.be/4eOynrI2eTM
- 12 Ways to Conduct a Great Interview
  - http://tinyurl.com/lg3nfc8

Writing up an Interview

- How to Write up an Interview
  - http://tinyurl.com/mmy6jry
- How to Write an Interview Article
  - http://tinyurl.com/7p7mmym
- Interview Challenge: Writing up the Interview
  - http://tinyurl.com/lo429br

SPECIFIC ASSIGNMENTS

The following assignments will lead you through the process of your paper. We will discuss each one as we move through the course, and of course, learn much about them from source summaries and their presentations. Check the course schedule for due dates.

PROPOSAL MEMO

This should be in memo form, discuss the overall goal of the report—what you want to examine and find out, and include a basic outline of subjects to be covered—what information will you need to research. You need to email me your proposal by the date listed on the syllabus. The topic must be approved by me. I will not grade final projects that have not been approved.

ANNOTATED BIBLIOGRAPHY

You will develop an annotated bibliography for your research. Format according to APA conventions. Your annotations must discuss the major points made in the source as well as the source's credibility. You must have a minimum of 8 sources.
Resources:
- How to Prepare an Annotated Bibliography, Cornell
- Sample APA Annotated Bibliography, *Writer's Reference*

INITIAL DRAFT

You will turn in an initial rough draft to me for feedback. You will receive either a 0 or 100 for this. I will mark and comment on it so that you can work on those issues as you finish up the paper. It does not have to be finished, but should represent substantial work toward that.

FORMAL REPORT PORTFOLIO

You will turn in your formal report in a portfolio including your proposal memo, annotated bibliography, drafts, workshop, and optional writing center drafts. You may include original and revised proposal memos and annotated bibliographies for higher grades on those assignments. Organize clearly and professionally. If I have to search through your portfolio to figure out what everything is, I will not grade it and you will receive a zero.

PRESENTATION

During our final, you'll be presenting your information. You will not be reading or giving your whole paper. Imagine that someone has read your paper and wants you to come in and present the information to the group. You want to give the broad strokes of your research and explain the major conclusions and recommendations that come from that. Be prepared to answer questions. This is a formal presentation, but you may not use PowerPoint.

GRADING RUBRICS

Because we work on this project throughout the semester, there are multiple rubrics.

PROPOSAL RUBRIC

PROPOSAL MEMO	
PROFESSIONALISM	
Timeliness	
Organization	
Completeness	
FORMAT	
Displays standard business format	
CONTENT	
Clearly outlines the proposed project	
Clearly discusses objectives for the report and research plan of action	
STYLE	
The tone and voice in the document fit the level of formality and are clearly aimed at the intended audience.	
GRAMMAR AND MECHANICS	
The document is free of error and represents professional attention to detail.	
REVISION	
If you choose to revise, you need to include this sheet with final portfolio. Place all revisions on top of their corresponding documents and mark revisions clearly with post-its. I will not grade revisions if either of these things is missing.	

ANNOTATED BIBLIOGRAPHY RUBRIC

ANNOTATED BIBLIOGRAPHY	
PROFESSIONALISM	
Timeliness	
Organization	
Completeness	
FORMAT	
Displays standard APA format	
CONTENT	
Sources are credible and applicable	
Correctly organizes and cites works	
Annotations are well developed and discuss the major points made in the source as well as the source's credibility. At least one very well developed paragraph	
STYLE	
The tone and voice in the document fit the level of formality and are clearly aimed at the intended audience.	
GRAMMAR AND MECHANICS	
The document is free of error and represents professional attention to detail.	
REVISION	
If you choose to revise, you need to include this sheet with final portfolio. Place all revisions on top of their corresponding documents and mark revisions clearly with post-its. I will not grade revisions if either of these things is missing.	

FORMAL REPORT	
PROFESSIONALISM	
Timeliness	
Organization	
Completeness	
CONTENT	
Sources are credible and applicable	
Evidence is clearly explained and connects to the main point	
The report is organized in a clear manner	
Conclusions drawn are logical and proceed from evidence given	
All sources are cited both in in-text citations and on a references page	
STYLE	
The tone and voice in the document fit the level of formality and are clearly aimed at the intended audience.	
GRAMMAR AND MECHANICS	
The document is free of error and represents professional attention to detail.	
GRADE AND COMMENTS	

FINAL PRESENTATION RUBRIC

PRESENATION	
PROFESSIONALISM	
Timeliness	
Organization	
Completeness	
CONTENT	
Provides an overview of the research in a clear manner	
Addresses a general audience, explaining technical terms as necessary.	
STYLE	
Presenter is clear-spoken, relaxed, well-paced, and open to questions	