



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.

Unit 1: Credibility, Email, and Online Etiquette

- Source Summary #1 8.33%
- Source Summary #2 8.33%
- Source Summary #3 8.34%
- Letter Assignment 25%
- Memo Assignment 25%
- Email Assignment 25%

Unit 2: Internal Communication

- ☐ Source Summary #6 10%
- ☐ Source Summary #7 10%
- ☐ Proposal Memo 10%
- ☐ Beta Testing 10%
- ☐ Focus Group 10%
- ☐ Instruction Portfolio 50%

Unit 3: External Communication

- ☐ Source Summary #10 10%
- ☐ Source Summary #11 10%
- ☐ Portfolio 30%
- ☐ Presentation 30%
- ☐ Personal Responsibility Email 20%

Unit 4: Job Search Documents

- ☐ Source Summary #12 10%
- ☐ Source Summary #13 10%
- ☐ Cover Letter 40%
- ☐ Resume 40%

Unit 5: Formal Reports

- ☐ Source Summary #4 5%
- ☐ Source Summary #5 5%
- ☐ Source Summary #8 5%
- ☐ Source Summary #9 5%
- ☐ Topic Proposal 10%
- ☐ Annotated Bibliography 10%
- ☐ 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 each 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 recommendation report OR feasibility 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 highly 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.

Do not just repeat your source summary response in the letter, memo, and email to me. Think about not only what you've learned, but what your classmates have shared as well.

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 the next 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 when you turn in your letter and memo. 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 in the course.

UNIT 1 RUBRIC

OVERALL PROFESSIONALISM		Original	Revision
Timeliness			
Organization			
Completeness			
SOURCE SUMMARIES			
#1: Credibility	On time:		
Content			
Format			
Style and Tone			
Grammar & Mechanics			
#2: Etiquette	On time:		
Content			
Format			
Style and Tone			
Grammar & Mechanics			
#3: Memos and Letters	On time:		
Content			
Format			
Style and Tone			
Grammar & Mechanics			
INTRODUCTION LETTER	Late?	Complete?	Late? Complete?
Content			
Format			
Style and Tone			
Grammar & Mechanics			
	Grade: _____		Grade: _____
MEMO	Late?	Complete?	Late? Complete?
Content			
Format			
Style and Tone			
Grammar & Mechanics			
	Grade: _____		Grade: _____
EMAIL	Late?	Complete?	Late? Complete?
Content			
Format			
Style and Tone			
Grammar & Mechanics			
	Grade: _____		Grade: _____
REVISION			
<p>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. Source summaries may not be revised. Later ones will be graded harder as we learn more. 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.</p>			

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

See the handout I give you.

PROPOSAL MEMO

You work for a company that provides instructions for fun projects. Alas, many of those projects use only pictures and many people are having problems. You want to write some instructions for them, but will need to take time away from your other work to do so.

Assuming I am your boss, 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.) Include any other sections discussed in the link above that are appropriate for your proposal.

WRITING THE INSTRUCTIONS

After presenting me with your proposal and getting my okay to take time off your other work, you will write a set of instructions that explain how to create your object, and some of your classmates will try to do it 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 two pages. The focus of this assignment is your writing of the instructions. In addition to the clarity of instructions, focus on the effectiveness of their design, but do not include a picture of the final product. Make sure your name clearly appears on the document. Again, keep design in mind and remember these are instructions that will represent the business and your hard work.

FEEDBACK FORM/SURVEY

Develop a feedback form/survey based on your experience to use when we do our testing in class. 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. Again, make sure to keep design in mind.

BETA TESTING

On beta testing day, bring three copies of a good draft of your instructions, and three copies of your survey/feedback form to class. You will make 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 to prepare it for our focus group. Keep copies of the original form as you'll need it when you submit your work at the end.

FOCUS GROUP TESTING

On focus group testing day, (see schedule) bring 3 copies of an improved draft of your instructions to class and 3 copies of your revised feedback form/survey.

REFLECT AND REVISE Part II

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

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. You may suggest more work on the project if that is warranted.

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)

UNIT 2 RUBRIC

OVERALL PROFESSIONALISM		ORIGINAL	REVISION
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.			
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 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 <i>original</i> 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

Congratulations! Your team just received this memo:

MEMO

To: A+ Marketing Team
From: Our Great Company
Date: Right now
Subject: RFP Bid on Marketing Package development

Thank you for submitting your bid to our Request for Proposal—Marketing Package. After reviewing submissions, yours has been selected.

As described in the RFP, we need a new look for our business and as such are looking forward to your presentation of the following:

- Logo
- Business Card
- Letterhead
- Brochure
- Webpage

Please contact our project supervisor, Kelli Wood, at 915-831-5065 or kwood@epcc.edu with any questions, to schedule a time to discuss terms, and the dates for approval presentations.

We are looking forward to working with you,

--The team at Our Great Company

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 (I mean "Our Great Business" is a little vague) you are doing this job for. You will be creating a marketing package for them that includes the following:

- Logo
- Business Card
- Letterhead
- Brochure
- Web page
- A presentation of the design, discussing how the design and content reflect the business in a positive and professional light, creating a unique appeal to their customers.

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.
- Logo
- Business Card
- Letterhead
- Brochure
- Website
- Writing center copies if you went—optional

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. You need to act like your audience is the company you've imagined. On the day of your presentation, you need to email a copy of the slide show to me (or the link if you've uploaded it).

UNIT 3 RUBRICS

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

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 your resume.

JOB SEARCH PORTFOLIO

Your portfolio should be organized and clearly labeled in this order.

- A copy of the original job description
- Final cover letter
 - Cover letter drafts
 - Writing center drafts (optional)
- Final resume
 - Resume drafts
 - 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 your technical report, you will develop and present a [viability study](#). You must use both primary and secondary sources. (For more on those see the "Formal Writing" section in [Writing down the Basics](#).) All citation should be done in APA style.

Choose from one of the following approaches as fits your field of study or topic of interest.

[Business Dictionary](#) (n.d.) defines a feasibility study as "an analysis and evaluation of a proposed project to determine if it (1) is technically feasible, (2) is feasible within the estimated cost, and (3) will be profitable. . . . Also called feasibility analysis" ("Feasibility Study"). In this case, it's not assumed that the topic will be done—instead, this type of report looks at *whether or not something can be done*.

[Study.com](#) (2015) describes a recommendation report as "a paper that compares two or more products or solutions and makes a recommendation about which is the best option." It assumes that the options are doable, but *a choice just needs to be made*.

As you'll see, many of the topics below can fall into both categories, it will just depend on if you see it as something that's already going to be done and it's just a matter of choice between some options, or if you're looking at whether or not it can be done.

TOPICS

Possible topics include, but are not limited to

- Selecting a career path to follow
- Choosing a university to move on to
- Recommending a solution to a problem that exists in a community you're a member of (school, work, church, etc.)
- A business (or side hustle) you'd like to start
- A product you have an idea for
- Transforming an existing process
- The feasibility of a major purchase
- Adding a new technology to your home or life (for example solar power)

While you may choose one of these, don't be limited by them. *Send me an email if you have another idea and explain what you'd like to look at before the proposal memo is due.*

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 layperson--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.

Key Considerations

These are a few of the factors that you may need to take into consideration. As we move through the class and you move into research, we'll flesh these out more for your individual projects.

Major Topics/Content for Most Papers

1. Topic/Rationale
2. Considerations/Constraints/Challenges (which of these are covered will depend on the topic and approach).
 - Cost
 - Time
 - Legal, moral, ethical, etc.
 - Market/Competition
 - Time
 - Personnel
3. Options
4. Comparison and Analysis
5. Recommendation OR Whether it's viable or not
 - Yes/No/Maybe--why
 - Viability—what are next steps or plans going forward

This paper requires

- 6 sources, minimum: 4 secondary sources, 1 primary source—the others are up to you.
- Use of at least one image and one table, chart, or graph.

Required Writings/Presentations

- Proposal Memo
- Email explaining primary research/progress (see schedule for this)
- Annotated Bibliography, 4 sources
- Research Report, 5-8 pages
- Project Presentation

RESEARCH

For your research, you should have at least 6 solid sources, but you can also have more. At least one of your sources must be a primary source—an interview or survey. As you start on this through doing your Annotated Bibliography (discussed below) you are looking for 4 print sources from studies and/or professional publications or websites. As you find research, cite your sources and write up your discussion of them.

In the technical report, the body part is very informational, so your write up of the research for the annotated bibliography will be just that. It will include quotes, summary, and paraphrase to explain the basics of the source and provide their conclusions and recommendations.

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. We will discuss the major considerations for this assignment in class and read more about it.

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. You need to use at least one table, graph, or chart as well as at least one image.

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 research you've looked at (conclusion), and explain what you think is the best approach (recommendations) or whether it's doable or not (feasibility—by the way, it might not be feasible now, but you can also discuss what circumstances it would be feasible in). 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, using paraphrases and quotes as necessary.

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.

In the end, you should have at least 5 pages of text (the actual writing), so that doesn't count the graphics, front matter or back matter. (That's 5 pages double-spaced, so if you use a design that doesn't use double spacing, take that into consideration.)

FRONT AND BACK MATTER

After you've drafted your paper, you can do your Executive Summary (1 page that gives a well-developed summary and overview of the paper).

Your final paper will have a cover page, a table of contents, an executive summary, the report itself, a references page/section, 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.

You can also choose a more sleek and modern design as illustrated in some of the technical reports we'll look at samples. 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.

FINAL CONSIDERATIONS

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 final 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

- General
 - [Conduct a Feasibility Study the Right Way](#)
- Conducting an Interview
 - [Writing Effective Interview Questions](#)
 - [How to Conduct an Interview Like a Journalist](#)
 - [The Art of the Interview](#)
 - [Katie Couric on How to Conduct a Good Interview](#) (Video)

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>.

- [Sample Interview Report](#) (While I'm not requiring this, it's a good example of some writing you might do about your interview, and it's something you might include in an appendix.
- [Interview Challenge: Writing up the Interview](#)
- Writing good survey questions
 - [How to Write Good \(Even Great!\) Survey Questions](#)
 - [The Essential Guide to Writing Effective Survey Questions](#)
 - [Questionnaire design](#)

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 turn your memo into me in class by the date listed on the syllabus. You may turn it in earlier. The topic must be approved by me. I will not grade final projects that have not been approved. [See a sample here.](#)

PROGRESS EMAIL

Check the schedule as I occasionally ask for emails updating me on your progress there. These should be simply a brief email letting me know where you're at in the process, what you've found, and what things you're having any trouble with. That way I can help you out as you go along.

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 4 sources.

Your annotations should be informative/summary only and should be at least 250 words long (put the word count for each annotation at the end of it).

Resources:

- [Writing an Annotated Bibliography](#)
- [How to Write a Summary](#)
- [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 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. Organize in the following order:

1. Final Report
 - a. Drafts
 - b. Writing Center documentation (optional)
2. Proposal Memo—original with grade sheet
 - a. Revision (optional)
 - b. Drafts
 - c. Writing Center documentation (optional)
3. Annotated Bibliography—original with grade sheet
 - a. Revision (optional)
 - b. Drafts
 - c. Writing Center documentation (optional)

PRESENTATION

During our final meeting, 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/or recommendations that come from that. Be prepared to answer questions. This is a formal presentation. Your slide show should not simply repeat your paper. You need to establish eye contact and rapport with the audience. Don't look at me.

GRADING RUBRICS

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

PROGRESS EMAILS

Date	Comments

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	
<p>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.</p> <p>I will not grade revisions if either of these things is missing.</p>	

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 RUBRIC

FORMAL REPORT		
PROFESSIONALISM		
	Timeliness	
	Organization	
	Completeness	
FRONTMATTER		
	Cover page includes title and author's name	
	Cover page design is attractive, connected to content, and easily readable.	
	Includes Executive Summary	
	Includes Table of Contents	
EXECUTIVE SUMMARY: Single-spaced, block format, no more than one page.		
	Gives a clear overview of the report with a basic summary of recommendations, but doesn't list them or repeat them. Just the basics.	
REPORT: Recommends a process or choice or explains whether something is feasible or not		
	Introduces the problem or issue to a specific audience. (For feasibility report, it may be you explaining it in general—E.g.: In examining whether I should consider solar panels for my home. . .)	
	Provides methodology—doesn't need to be more than one paragraph.	
	Reviews Literature/Research	
	Sources are credible and applicable	
	Evidence is clearly explained and connects to the main point	
	Gives an overall summary of research findings.	
	Primary Research	
	If used it is clearly explained and connects to the main point.	
	Gives an overall summary of primary research findings.	
	Conclusions drawn are logical and proceed from evidence given with clear bulleted recommendations list of feasibility issues.	
	All sources are cited both in in-text citations and on a references page/section	
STYLE: Depends on audience. Should not be overly informal, but may use the personal pronouns. Audience should be clear from introduction.		
	The tone and voice in the document fit the level of formality and are clearly aimed at the intended audience.	
GRAMMAR AND MECHANICS		

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	
GRADE AND COMMENTS	

FINAL PRESENTATION RUBRIC

PRESENTATION	
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	