

This assignment is for use in a professional technical writing class. The assignment serves as a demonstration assignment to see what students retained from readings, discussions, and visuals on proposal memos and document design. The assignment is designed with the following objectives in mind: to observe a continuous progress towards control of grammar, mechanics, sentence structure, and punctuation; to heighten students' awareness of the rhetorical situation, especially audience and purpose; to provide opportunities for students to think critically; to give students experience in writing proposal memos; to get students used to being totally responsible for all aspects of a written document, including topic and scope of work; to promote collaboration; and to prepare students for speaking and presenting to an audience.

RHET 7340.01, Marilyn Jones

Proposal Assignment

Brainstorm a project that pertains to technical writing and one you would like to propose to a client. I am giving you complete control of the project. Choose a client who you would like to create a document for. The project can be as large as developing a help system or as small as a tutorial on how to create a brochure. It could actually be creating the brochure yourself. You will have to research your user to know what would be useful to the client. Whatever project you choose has to be manageable for you: completed within the allotted time. With this in mind, you may want to collaborate, especially if you choose to take on a larger project.

Introduce this project to me in a proposal memo. In this proposal memo, analyze your audience and state your purpose for choosing this project. I want to know your overall plan, organizational plan, management plan, and timeline. If you collaborate, I want to know how the workload is divided in the management plan.

I want you to also demonstrate what you've learned about document design with your proposal memo and final copy of the project. I will post the best proposal memo and project on the web to serve as an example for future classes and to exhibit your work to all who visit the site. Feel free to be creative yet professional!

After providing me with a copy of your project, be ready to present it to the class in a 15-minute presentation with **at least** one visual. You may have more visuals if you choose to. Inform me of the date that you would like to present. You **must** present within the next 4 class meetings following the project's due date. If you collaborate on the project, collaborate on the presentation. Decide how you will share the responsibilities. You will **have to do** only one collective presentation.

Project is due **Month/Day/Year!!**