

English 219 – Proposal Assignment

Purpose

The purpose of this assignment is to give you experience writing technical proposals in multimodal formats.

Assignment Description

This assignment builds from the analytical report you wrote for your previous assignment. For this assignment, you must write a proposal to solve—or at least improve—the community problem you wrote about in your analytical report. This time, however, you will create the document in a different format.

Like Project 2, pretend you work for a consulting firm that has been hired by a local agency (such as the Albuquerque City Council, Public School system, Police Department, etc.) to determine the extent of a local problem and propose a solution to address the problem. You’ve already written an analysis of the problem (in Project 2); now your client wants you to propose a solution. Instead of a written report, they want the proposal in the form of a presentation, and they want a public service announcement that could be used to inform the public about the problem and/or solution.

For this assignment, there are two parts: you are to create a video PowerPoint presentation that would mirror what you would do if you were to give an in-person presentation. First, you must have a PowerPoint that adheres to the five elements of design (balance, alignment, grouping, consistency, and contrast), and you must record a voice-over of what you would say to accompany the PowerPoint. (If this was a traditional class, I would have you give the presentations. Because it’s an online class, I need to you to record your voice so that I can see what you would say accompanied by the visuals of the PowerPoint.) In order to do this, you have the choice of using JING (an external program put out by TechSmith) or Kaltura (a screencast program built into Learn).

In addition to the PowerPoint video, you are also expected to create a Public Service Announcement on the issue. This is something your client could use to raise awareness. Your PSA can take the form of a video (that could be used online or on TV), an audio project (that could air on the radio or be used as an online podcast), or a visual print advertisement that could appear in magazines, newspapers, or online formats.

Audience

Your audience is the same as your analytical report, and you may use research you conducted from that project in this one (you will also need to conduct additional research). Just as with your analytical report, you may write about problems in the city, county, or your particular neighborhood. However, just like Project 1, I don’t want you writing about regional or national problems (unless you are writing about how they address the local community). Focus instead on local, community issues.

This is supplementary material for the Julianne Newmark and Tiffany Bouelle webtext “Fostering Community through Metacognitive Reflection in Online Technical Communication Courses,” published in *Kairos: A Journal of Rhetoric, Technology, Pedagogy*, 26(2), available at <http://kairos.technorhetoric.net/26.2/praxis/newmark-bouelle/index.html>

Remember you must address a specific audience. Your audience could be the Albuquerque City Council, the sheriff, the school board, etc.—but it must be a real audience. Don’t say, “I’m writing to inform the residents blah, blah, blah.” Imagine that you have been hired to produce this proposal for a specific and that you are giving this presentation to the City Council, the board for Albuquerque Public Schools, or something along those lines. Identify your audience on your title page by noting: “Prepared for....”

Special Features of this Assignment

Chapter 8 of *Technical Communication Today* provides detailed explanations of writing proposals. While you have some flexibility of what to write about and how to present it, your proposal must reflect the guidelines expressed in the chapter.

Specifically, your proposal must include the following:

- introduction
- description of the current situation
- description of project plan
- review of qualifications (optional)
- discussion of costs and benefits
- budget
- conclusion

More details about these categories and how to write the accompanying information are available in your textbook.

Note: The “review of qualifications” section is optional for this project.

Research

This project *requires* research. You may use the research from your analytical report, but you will need to do more, especially when discussing the budget and the cost and benefits. Cite your sources using MLA or APA style. Likewise, for graphics, if you use art from another source, you must provide documentation to properly attribute where it came from.

Assignment Submission

Your assignment will need to be submitted in the appropriate medium in your portfolio. You will turn in three parts: the PowerPoint video proposal (JING or Kaltura screencast), the PSA, and the reflections on the course outcomes.

Grading

Your proposal assignment is worth 100 points (10 percent of your final grade). The actual proposal is worth 90 points. Your reflection memo is worth 10 points.

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Evaluation

I will grade your projects using the following criteria:

Addresses Intended Audience—10 percent

Comprehensiveness of proposal—10 percent

Organization & Inclusion of required information and content—20 percent

--introduction

--description of the current situation

--description of project plan

--review of qualifications (optional)

--discussion of costs and benefits

--budget

--conclusion

Quality of technical writing, Conventions/Editing—15 percent

Design/Formatting of PowerPoint—10 percent

Design/Formatting of PSA – 10 percent

Multimodal Components—15 percent

Reflections—10 percent