

## ENGLISH 3771 CLASS OUTLINE

### Section E264

Dates: 8/28/2013 to 12/23/2013



## Portfolio Assignment: Lorem Ipsum Letter Template

Draft due: 9/25/13

### Background

Read the scenario, *Old Navy Taken to School*, on pp. 87 & 88 of Locker & Kaczmarek. The scenario details how in 2011 the retail giant, Old Navy, misprinted thousands of college athletic t-shirts with a significant grammatical error.

Imagine that you are an intern for the Vice President of Corporate Communications at Old Navy. The business development office has just made a huge mistake. They set-up a sweet deal with the powerhouse National Collegiate Athletics Association to carry officially licensed collegiate prints on our apparel, but the Visual Marketing Director signed off on the image proofs without noticing that they have a missing apostrophe.

Your boss, the VP, comes out of her meeting with the lawyers in an hour, and has already asked you to send her a boilerplate crisis letter so she can begin work immediately when she returns. Unfortunately, the file server has been acting up all afternoon, which means your office doesn't have access to any of its typical boilerplate document templates or language. Not only that, but her assistant is out sick, and everyone else is in damage control mode and not being very helpful. You don't want to end up as part of the upcoming "staff review," so you need to produce something.

### Solution

Because you are an enterprising intern, you've found a paper copy of Old Navy letterhead, and are going to recreate a document template for the VP so that she can begin work immediately on something. Your template needs to recreate:

1. A header with branding features (i.e., logo).
2. Heading blocks for addresses, date, and salutation.
3. Two pages of *Lorem ipsum* text blocks with appropriate use of font, spacing, headings, and justification.
4. A signature block.
5. A footer with pagination and document control information.

### Directions

Prepare a "lorem ipsum" letter template for the VP that includes the features listed above. Use effective design choices in use of white space, headings, font selection, and text placement.

On a separate, but attached, page to the letter include a detailed two-paragraph response. For the first paragraph, discuss the part of this assignment that you found to be the most challenging. For the second paragraph, discuss the part of this assignment that you found to be the most trivial (for you).

A draft of this memo and attached response must be uploaded to Blackboard before class on Wednesday, September 25<sup>th</sup>.

## **Rubric**

The rubric below will be used to assess the draft of your assignment. Note, because this is a draft assignment, you will not receive a grade. Instead, you will receive a response designed to help you improve your document for submission as part of your portfolio:

Objective:	Points Earned	Points Possible
Generate a clean header using a graphic logo.		
Letter body contains a date line, two address blocks, a salutation, a two-page body with <i>lorem ipsum</i> text, and signature block making effective use of design and text features.		
Footer is appropriate paginated and includes control information.		
Response paragraph is completed thoughtfully.		
Total:		