



ENG 2700 Assignment | Chapter Study Guide

Each student in ENG 2700, is responsible for creating a detailed study guide composed of chapter summaries and reflections that are formatted using tools and techniques that you have learned during the semester. Approximately six chapters will be assigned to you in advance from both *Technical Communications* and the *Non-Designer's Design Book*. The purpose of this exercise is three-fold:

- 1) To put into regular practice the use of information strategy, page design, and formatting features that we will cover in this class.
- 2) To create a document that is useful for both the final exam, and beyond the boundaries of this class and your degree. The skills you practice creating these documents will be skills you use continuously in your education and career.
- 3) To develop new disciplinary knowledge and connections by working with the ideas you encounter in your reading. This is a chance for you to own your developing knowledge of the practice of technical communications.

Directions

Your chapter summaries and reflections will be developed with an appropriate reading and writing strategy. That strategy must be evident to your external audience (i.e., me). In other words, you won't simply be able to copy material out of the book into a Word document and get credit. This assignment will require you to develop an information study process that roughly corresponds to the following steps: read, take notes, compile notes into Word, develop and format notes, then write a reflection.

To do this assignment effectively, you must work consistently over the course of the entire semester. Below, I suggest how you approach the work. As you work on this assignment, keep in mind that there is definitely a linearity to this process, but you don't need to take notes on every single portion of the chapter. Part of what you must learn is how to read expeditiously, how to choose what to annotate, and decide how to process your notes into something more valuable. If you try to read the entire book, then take notes on the entire book, then write a summary, you will go insane. Here is how I would approach the work:

- 1) **Perform a close reading of the text.**
 - a. As you read, take notes in the margins (I use pencil), underline and define key terms (using the text, not a dictionary).
 - b. You do not need to take notes on every section of the chapter—choose the most important things that you need to remember based on the context of your needs for the class.
 - c. Depending on the complexity of the material, and the granularity of your notes, between five and 15 pages should suffice.

- d. Be thorough, because as much information as you can generate through this process, the more you will have to work with as you develop your notes.
- 2) **Develop your notes.**
- You can work on paper or the screen, but develop your notes. Respond to them. Push to make connections to other ideas of the course, or the book. The more text you generate in your notes, the more options you will have to work from as you write.
 - Cite every note you take with the page number (so you don't have to go back and find it all at the end).
 - If you use direct quotes, use quotation marks.
- 3) **Draft the notes and your reflection in Word.**
- As you enter information into your document, determine how your notes fit together into a hierarchy.
 - Determine the rhetorical structure of your notes. How will you organize the information?
 - Use formatting and design features that you have studied to organize information into a professional-looking document.
 - Your section should contain at least two pages of summary, and one single-spaced page of reflection.
 - In your reflection, you can discuss what you have learned, how you will use it, as well any other connections you wish to make.
 - Remember, you are not just copying information. You are restating the framing, the ideas, and the arguments/examples the book uses to present them.
- 4) **Refine the summary.**
- Before you submit your summary for comment and evaluation, ensure that it is internally consistent and logically structured, precise but also complete, and demonstrates the page design and formatting tools that we are working with in the course.
 - Upload each section of your study guide as it is completed to a single folder in your ENG 2700 folder.

Grading

This assignment is worth 20% of your final grade. It will be graded by the instructor in incremental sections (one for each chapter) using an analytical rubric that will be provided for each section. As we progress in the course, and you acquire new skills, the rubric will change. You will be evaluated on both content and design of your documents. Incomplete sections cannot receive significant credit.



ENG 2700 Assignment | Fascination Inventory

Our fascinations are what absorb our complete attention, even for just a little while. They produce a state of engagement and flow within us. We feel compelled to learn about them and contemplate the possibilities they may play in our lives.

What are you interested in? What are you passionate about? What fascinates you? What is the horizon of your interests?

These are the questions that you need to begin to answer to become a more effective writer and communicator. It's time for you to really start considering what makes you tick.

Directions

Compose your responses in one formatted document by following the directions below. Upload your assignment to Drive by next Monday, February 6th at 11:59 p.m.

- 1) Create a document using standard margins, font choice, and organization as you understand them from your previous college writing course. Except, make it **single-spaced** and **well-organized** using formatting features—much like this assignment sheet is doing (but you don't need to copy this style).
- 2) Write a list of 50 (yes, 50) things that you are interested in. What you want to be sure of is that your list of 50 items are not just general words (e.g., love, sports, poetry, music, etc.). You must write a carefully considered selection of what you spend your time thinking about, doing, not doing, etc. So, rather than "guitars," you would write, "custom Japanese electric guitars." With each interest, be sure that your explanation conveys why it is interesting to you.

For example, you might include:

- a. Community websites (e.g. Reddit, Metafilter, Quora).
- b. The culture surrounding "sneakers" and the people who collect them.
- c. Designing and soldering circuits.
- d. Hacking Linux boxes.
- e. Domestic violence in professional sports.
- f. Wingsuit flying and dying.

- 3) Take 25 of those things and write a new, detailed list that includes one good sentence of explanation for each.

For example:

Community websites – I've always been a compulsive reader and enjoy learning about things through conversations by knowledgeable people. Reading community question-and-answer sites is one way that explore worlds that I don't otherwise have access to.

This may require a bit of thinking and research on your part to articulate your interests well enough. Be sure to give yourself enough text to connect your interest to an external audience (i.e., me).

- 4) In the last section of this document, write down 10 specific things that fascinate you. For example:
- a. Designing custom vector graphics.
 - b. Sleight-of-hand card tricks.
 - c. Building and repairing old PCs.
 - d. Barbequing on a charcoal grill.
 - e. Talking about Real Housewives shows.

Your list of 10 items can range across your entire life. You used to be fascinated by trading Pokemon cards. If you need to go back to that, do it. For each fascination, write two complete, single-spaced paragraphs about this fascination (approximately 250-300 words per fascination). The first should be an explanation of what your fascination is, and the second, why you are fascinated by it.

Grading

This assignment is worth 50 points and is graded on your ability to use the directions to generate an appropriate volume of content suitable to developing a conversation about your interest. Your grade *will not* be determined by how correctly your writing approximates Standard Business English, so write freely, but with care.

You must thoughtfully complete the entire assignment for full credit. Credit cannot be awarded for work not loaded to Drive. Incomplete work (i.e., missing sections, lack of full paragraphs, unformatted) will be given partial credit.



ENG 2700 Audience Self-Analysis | Who Am I As an Audience?

Use the fields below to conduct a brief analysis of the audience for your <idea>. Be sure to use complete sentences and ideas as you write. The assignment should be completed as its own report-like document. It should be formatted “cleanly,” in a way that composes the listed information below into an effective rhetorical structure. *Do not just answer the questions or you will fail the assignment.*

Directions

Use the questions below to conduct a brief analysis of yourself as an audience for the course text, *Technical Communications*. Be sure to use complete sentences and ideas as you write, though organizing this text as a manuscript, or even in paragraphs is probably not the best idea. Instead, complete the document as a “technical report” (as best as you know it), which would involve a brief introduction, organized responses to the questions, and a brief summary. It should be formatted “cleanly,” in a way that composes the listed information below into an effective rhetorical structure. I recommend using subject headings, and formatting features.

This assignment is due on Thursday, February 9th, 2017 in your Drive folder.

Questions

Your responses to the following questions are the raw data that you will adapt into your “technical report.” I recommend answering the questions first in your notes, using the ideas, concepts, and language of the text and then developing them into the report. *Do not just answer the questions or you may fail the assignment.*

Loosely adapted from Lannon & Gurak (2014), *Technical Communication*, 13th Ed. Pearson, New York. P. 58.

- How would I characterize myself as the primary audience of this text? Who am I as a reader of it? What is my relationship to this text as an audience?

- What is the purpose of this text with respect to me as its audience? What do I use it for?
- How does this text want me to use it as an audience (if you have questions, look in the preface)? How do I actually use it?
- What is my background with respect to the content of this text? What is my role in the use of this text?
- What prior knowledge do I have about the information in this text? What is my experience level and how may that shape my use of it?
- What kinds of questions do I have about the material in this text? How do these questions get answered (hint, it's not a simple question)?
- What is my attitude toward the material in this text? What is my cultural reception of the material like?
- Is the material in this text important to me? If so, in what way(s)? What do I need from it in my life?

Grading

This assignment is worth 30 points.

Objectives	Points
Document answers questions in a way that applies material from Chapter 2 to one's own position as an audience of the text.	20
Document is organized as a technical document, with an organized list of questions that is framed by contextual information (how this is done is up to you). Document is not formatted as an essay manuscript.	10



ENG 2700 Assignment | Study Guide – Part I

For your first installment of the Chapter Study Guide, you will use your notes from *Chapter 3: Persuading Your Audience* of *Technical Communications* by Lannon and Gurak to create a useful study guide. This study guide will consist of a set of developed and contextualized chapter notes and a one-page reflection on the material of the chapter and how it fits into your understanding of technical communications and your role as a developing technical communicator.

For a more detailed description, please refer to the Course Study Guide assignment guide found our course's shared Google Drive folder.

This assignment is due on Monday, February 20th at 11:59 p.m. A copy of your notes are due in class on Tuesday, February 14th for an in-class assignment.

Directions

Remember, your chapter summaries and reflections must be developed with an appropriate reading and writing strategy. I will ask you to That strategy must be evident to your external audience (i.e., me). In other words, you won't simply be able to copy material out of the book into a Word document and get credit. This assignment will require you to develop an information study process that roughly corresponds to the following steps: read, take notes, compile notes into Word, develop and format notes, then write a reflection.

Using the directions provided in the initial Course Study Guide assignment, you will produce the following document for your first installment:

Chapter Three Notes and Reflection Document

- a. Ch. 3 notes (2+ pages, single-spaced)
 - i. Your Ch. 3 notes should be typed single-space, with good formatting and white space.
 - ii. These notes should cohere around key concepts from the chapter and have an internally consistent logic to them (i.e., not just random notes).
 - iii. Note should adequately explain concepts (including examples when appropriate) that they focus on.
 - iv. Not every idea in the chapter needs to be developed into notes—choose the most important ideas.
- b. A one page reflection (single-spaced)
 - i. Your reflection can be written on anything relevant to the chapter material and (a) the course, (b) things out in the world, (c) your life, (d) your interests, (e) whatever else you want, or (f) any combination of the above.
 - ii. For the reflection, I am looking for your good ideas that demonstrate that you have not only read the material, but that you have understood it, **and you can use it in your own thinking.**
- c. A copy of the notes that you have used to develop this document (so I can see how your ideas have developed).

Grading

This assignment is worth 40 points. It will be graded using the analytical rubric below. As we progress in the course, and you acquire new skills, the rubric will change. You will be evaluated on both content and design of your documents. Incomplete assignments cannot receive significant credit.

Notes Content Development (20 points)	
Subject matter is your own intellectual work product (i.e., your notes are in your own words, not plagiarized; when material is taken directly from the text, it is quoted, and this happens sparingly).	
Subject matter is presented in useful complexity with additional context added (i.e., your own ideas are present in the notes).	
Some level of analytical thought is taking place in these notes (i.e., you are working to put 2+2 together).	
Response (15 points)	
Response involves some degree of analytical thought about the relationship of chapter content to another.	
Overall argumentation of the response develops a main idea (i.e., it is not just [random] thoughts in [arbitrary] paragraphs).	
Page Design (5 points)	
Design and formatting features are necessary, appropriate, and intentionally considered.	



ENG 2700 Final Project | Researched Technical Report

For your ENG 2700 final project, you will produce a “professional document” that represents a suitable technical topic to a relevant target audience. The content of this document, the audience for it, and your approach will be developed as a negotiation between your needs as a student, the needs of the course, and the needs of the writing situation as it develops. Your document must connect your own emerging abilities as a high performance writer to these factors in a meaningful way.

What this will look like is you working through the processes of developing a short, but complex, document from idea to completion. Further, you will be responsible for planning the project from the beginning, tracking the progress of the project in a quantifiable manner, conducting all necessary research, and producing deliverables under tight, inflexible deadlines. To successfully complete the final project, you will need to work in an aggressively proactive manner, with significant discipline, and with the ability to re*envision the project several times.

Your work in developing this project and the resulting documents will be supported by smaller exercises and assignments, which will guide your decision-making process and work product. Use these activities to help develop your ability to articulate different aspects of your project and what it needs to look like “on paper” in the end. Keeping up with these exercises is *absolutely critical* to successfully completing the larger project.

The final document will represent your own best ability to transition from a writer who is at the level of “expert student” to “novice professional,” with all of the discipline, vision, and productivity this includes. Obviously, your document must be designed according to best practices in information hierarchy, argumentation, research support, page design, rhetorical strategy, and documentation that is appropriate to the intended audience and organization.

Directions

Develop a “professional document” from idea to completion. You will propose, research, and design this document over a period of 13 weeks. You will track your progress on the project and share this in several progress reports.

Project Due Dates

You will receive further instruction and guidance for each portion of this project as it is assigned.

Assignment	Project Proposal	2/27/17 (Mon)
Assignment	Initial Project Notes	3/6/17 (Mon)
Assignment	Prototype	3/15/17 (Mon)

Final Draft #1	Draft	4/5/17 (Wed)
Final Draft #2	Rewrite	4/24/17 (Mon)
Final Draft #3	Polish w/ Supporting Docs	5/23/17 (Tues)

Grading

This project is worth 250 points, or approximately 25% of your final grade. Below are key elements of the text that I will be focusing on as I determine your grade:

Content Development (50 points)	
Subject matter holds an appropriate level of complexity and interest for target audience.	
Information from researched sources is CRAPed (currency, reliability, authority, point-of-view)	
Content is accurate and appropriate for analysis and audience.	
Argumentation (50 points)	
Ideas demonstrate clear hierarchical logic.	
Overall argumentation develops a main idea accurately.	
Multimodal elements are designed to contribute to argument.	
Page Design (50 points)	
Design and formatting features are necessary, appropriate, and intentionally considered.	
Reflects best practices in design with respect to proximity, alignment, contrast, repetition, text elements, etc.	
Multi-modal elements are integrated as seamlessly as possible into page.	
Documentation (50 points)	
Sources are provided according to a properly formatted, and standard, style.	
Information is appropriately documented within the text (e.g., parenthetically, footnotes, endnotes, etc.)	
Summarized, paraphrased, or quoted information is done so according to best practices within style chosen.	
Project Management (50 points)	
Project deliverables are met on schedule.	
Final project notes are complete and accurate.	

Virtual workspaces and communications channels are well-organized and professional.



ENG 2700 Assignment | Study Guide – Part II

For your second installment of the Chapter Study Guide, you will use your notes from *Chapter 23: Writing Proposals* to create a useful study guide. This study guide will consist of a set of developed and contextualized chapter notes and a one-page reflection on the material of the chapter and how it fits into your understanding of your final project and your role as a developing technical communicator who must complete that project.

For a more detailed description, please refer to the Course Study Guide assignment guide found our course's shared Google Drive folder.

This assignment is due on Wednesday, February 22nd at 11:59 p.m. A copy of your notes are due in class on Thursday, February 23rd for an in-class review.

Directions

Remember, your chapter summaries and reflections must be developed with an appropriate reading and writing strategy. I will ask you to That strategy must be evident to your external audience (i.e., me). In other words, you won't simply be able to copy material out of the book into a Word document and get credit. This assignment will require you to develop an information study process that roughly corresponds to the following steps: read, take notes, compile notes into Word, develop and format notes, then write a reflection.

Using the directions provided in the initial Course Study Guide assignment, you will produce the following document for your first installment:

Chapter Three Notes and Reflection Document

- a. Ch. 23 notes (2+ pages, single-spaced)
 - i. Your Ch. 3 notes should be typed single-space, with good formatting and white space.
 - ii. These notes should cohere around key concepts from the chapter and have an internally consistent logic to them (i.e., not just random notes).
 - iii. Note should adequately explain concepts (including examples when appropriate) that they focus on.
 - iv. Not every idea in the chapter needs to be developed into notes—choose the most important ideas.
- b. A one page reflection (single-spaced)
 - i. Your reflection can be written on anything relevant to the chapter material and (a) the course, (b) things out in the world, (c) your life, (d) your interests, (e) whatever else you want, or (f) any combination of the above.
 - ii. For the reflection, I am looking for your good ideas that demonstrate that you have not only read the material, but that you have understood it, **and you will be able to apply it successful for your own purposes.**
- c. A copy of the notes that you have used to develop this document (so I can see how your ideas have developed).

Grading

This assignment is worth 40 points. It will be graded using the analytical rubric below. As we progress in the course, and you acquire new skills, the rubric will change. You will be evaluated on both content and design of your documents. Incomplete assignments cannot receive significant credit.

Notes Content Development (15 points)	
Subject matter is your own intellectual work product (i.e., your notes are in your own words, not plagiarized; when material is taken directly from the text, it is quoted, and this happens sparingly).	
Subject matter is presented in useful complexity with additional context added (i.e., your own ideas are present in the notes).	
Some level of analytical thought is taking place in these notes (i.e., you are working to put 2+2 together).	
Response (15 points)	
Response involves some degree of analytical thought about the relationship of chapter content to another.	
Overall argumentation of the response develops a main idea (i.e., it is not just [random] thoughts in [arbitrary] paragraphs).	
Page Design (10 points)	
Obvious attention to detail in page design is demonstrated.	
Design and formatting features are necessary, appropriate, and intentionally considered.	



ENG 2700 Final Project | Project Proposal

To begin your ENG 2700 final project, you will write a “project proposal” that captures your initial thinking and ideas about your project.

Directions

You must quickly complete the project proposal. The proposal will be organized as a polished technical document paying attention to formatting and design. You must address the following areas:

Project Title—Provide a working, descriptive title for your project.

Project Overview—Provide a general description of your project. What is its focus? What do you intend to do? How will you do it?

Principals—Who are you as the writer? What is your expertise? What strengths and resources do you bring to the project (be specific, like you are writing a paragraph bio)?

Project Rationale—What is the value of this project? What problem does this project address? How does it address them?

Project Audience(s)—Who are the audience(s) for this document? What do you know about them? What adjustments to your document might you need to make for them?

Project Scope—What will you deliver for this project as an end product?

- What research questions will you need to engage to begin this project?
- What will you create as a final “deliverable”?
- What problems do you anticipate encountering as you attempt to deliver the project?

Project Management—How will you keep track of your work on this project?

- What tools will you use to author and design the project?
- How and where will you keep your working documents?
- How will you communicate with the project director (i.e., me)?
- What labor will go into your project to make it happen?

Project Goals—What do you hope to get out of this project? What do you hope to learn by doing the project?

Proposal Due Date

Assignment	Project Proposal	2/27/15 (Mon)

Grading

This assignment should be at least two full pages (no longer than four pages), single-spaced, in 10 or 12 pt. sans serif font. This proposal is worth 40 points based on its completeness, thoughtfulness, and clean presentation.



ENG 2700 Assignment | Study Guide – Part III

For your third installment of the Chapter Study Guide, you will use your notes from The Non-Designer's Design Book *Chapters 2, 3, 4, and 5* on *proximity, alignment, repetition, and contrast* to create a useful study guide. This study guide will consist of a set of developed, contextualized, and properly templated chapter notes and a one-page reflection on the material of the chapters and how you understand their role in the writing and document creation process. For a more detailed description, please refer to the Course Study Guide assignment guide found our course's shared Google Drive folder.

This assignment is due on Monday, March 13th at 11:59 p.m. in your Drive folder.

Directions

Remember, your chapter summaries and reflections must be developed with an appropriate reading and writing strategy. Further, for Part III, you must design a template in MS Word that uses appropriate formatting features (font, bullets, margins, etc.), and design fundamentals (proximity, alignment, etc.) This template can be basic, but should make use of everything you have learned to date. You will continue to revise and develop it as the course progresses. **If you use a pre-made template, your work will be returned to you to redo.** In other words, you won't simply be able to copy material out of the book into a Word document and get credit. This assignment will require you to develop an information study process that roughly corresponds to the following steps: read, take notes, compile notes into Word, develop and format notes, then write a reflection.

Using the directions provided in the initial Course Study Guide assignment, you will produce the following document for your first installment:

Chapter Notes and Reflection Document

- a. Chapter notes (2+ pages, single-spaced)
 - i. Your notes should be typed single-space, with good page design and formatting.
 - ii. These notes should cohere around key concepts from the chapter and have an internally consistent logic to them (i.e., not just random notes).
 - iii. Note should adequately explain concepts (including examples when appropriate) that they focus on.
 - iv. Not every idea in the chapter needs to be developed into notes—choose the most important ideas.
- b. A reflection (1 page, single-spaced)
 - i. Your reflection can be written on how you understand the relevance of the concepts of design presented in the chapters.
 - ii. For the reflection, I am looking for your good ideas that demonstrate that you have not only read the material, but that you have understood it, **and you will be able to apply it successful for your own purposes. This is a chance for you to show your thinking.**
- c. A copy of the notes that you have used to develop this document (so I can see how your ideas have developed).

Grading

This assignment is worth 60 points, 30 points for content (in two sections), and 30 points for page design. It will be graded using the holistic rubric below. As we progress in the course, and you acquire new skills, the rubric will change. You will be evaluated on both content and design of your documents. Incomplete assignments cannot receive significant credit.

Notes Content Development (15 points)	
Subject matter is your own intellectual work product (i.e., your notes are in your own words, not plagiarized; when material is taken directly from the text, it is quoted, and this happens sparingly).	
Subject matter is presented in useful complexity with additional context added (i.e., your own ideas are present in the notes).	
Some level of analytical thought is taking place in these notes (i.e., you are working to put 2+2 together).	
Response (15 points)	
Response involves some degree of analytical thought about the relationship of chapter content to another.	
Overall argumentation of the response develops a main idea (i.e., it is not just [random] thoughts in [arbitrary] paragraphs).	
Page Design (30 points)	
Obvious and close attention to detail in page design is demonstrated.	
Document design is built from a blank page (i.e. no templates are used).	
Design and formatting features are necessary, appropriate, and intentionally considered.	
The basic design concepts, such as alignment, proximity, repetition, and contrast are not violated.	



ENG 2700 | Instructions, Procedures, and Technical Definitions

The nature of extended technical reports often calls for detailed explanations of a specific process, system, or action to be explained to a target audience in steps. Furthermore, any professional work that benefits from a background in technical communications (e.g., management, operations, technology, communications and PR, human resources, etc.) requires the ability to take sequential information and present it to superiors, subordinates, vendors, customers, and/or the public in a logical and effective way.

Situation

For this project, you will design a two-page document (front and back) that introduces City Tech faculty and students to the Merge VR google (<https://mergevr.com/goggles>). You will do so by providing a technically-oriented definition, procedures for handling, and instructions for using the googles:

Front Page of Document:

- A brief audience-appropriate technical definition of the Merge VR googles.
- Basic procedures for safely handling the Merge VR googles.
- Instructive visual representation(s) of the googles to support the definition and procedures.

Back Page of Document:

- Instructions for adjusting, and using, the Merge VR Googles with content accessed with a QR code.
- A brief FAQ or facts list about the Merge VR Googles that is relevant to faculty and students.

Additional specifications:

- The document must be designed in Adobe InDesign and include the City Tech logo and acknowledgements to the organizations that funded the project.
- The document must use an appropriate color palette (see below for inspiration)
 - <http://paletton.com>
 - <https://color.adobe.com/create/color-wheel/>
- The document must be able to be read, and understood, within five minutes.

Directions

To complete this project, you must engage in a technical writing process of gathering appropriate data and information, prototyping and refining your document, and then testing your document under realistic conditions of use. You must work collaboratively with another student as your partner. Each student will produce their own sheet, but will share resources, knowledge, and creative ideas. You must divide the workload with your partner in an equitable manner. You have approximately three weeks to produce an instructions and procedures sheet.

Roughly, the following activities will be necessary to complete this project:

- 1) Play with the product. Get to know it on a personal level. Ask yourself (and answer) questions about its use. Understand how it might be used in the classroom and what constraints that creates.
- 2) Draw up a list of information necessary and relevant to the product's use and audience.
- 3) Research the product's specifications and existing documentation—take notes on everything.

- 4) Create a paper prototype of the front and back of your document that includes sections and layout.
- 5) Draft content for each section of your document. This work should be split up among partners with each playing both a writer and an editor role.
- 6) Create a layout of your content in Adobe InDesign.
- 7) Find a test subject and test your document.
- 8) Revise your document as necessary.

Your final document is due on Thursday, 3/30/2017 at 11:59 p.m.

Grading

This assignment is worth 200 points, or approximately 20% of your final grade.

Content Usability (60 points)	
Instructions and procedures are appropriately complex and usable for students/faculty.	
Instructions and procedures are the product of prototype/design/testing.	
Instructions and procedures are accurate and relevant subject-matter for audience.	
Effective Team Dynamic (40 points)	
Writer has robustly documented contributions to the team project.	
Team has no major conflicts. Minor conflicts are resolved quickly and equitably.	
Page Design (60 points)	
Design and formatting are necessary, appropriate, consistent, and intentional.	
Page reflects best practices in design with respect to proximity, alignment, contrast, repetition, color, and typography.	
Multi-modal elements are integrated as seamlessly as possible into the page.	
Project Management (40 points)	
Final project notes are complete and accurate.	
Team virtual workspaces are well-organized and professional.	



ENG 2700 | Assignment | Technical Description

To begin creating content for your Merge VR goggles instruction sheet, you will write a technical description of the product itself.

Directions

- Review Chapter 19 of *Technical Communication* (p. 428-455) to learn about technical descriptions, particularly “product descriptions.”
- Create a document using your own template that answers the following questions:
 - How you will sequence your description (e.g., spatially, functionally, chronologically) and why?
 - What is the basic profile of your audience for this description? Are they technical or non-technical? What is their level of experience with the product? In other words, what can you say about them as users of the device being described?
 - Why am I writing this description? What purpose will it serve?
 - What functional elements of the product need to be part of your description?
 - What visual(s) would you want included with the description?
- Write the technical description itself. Use the chapter reading, the guide on p. 443, and the checklist on pages 452-453 to determine if your description meets the necessary standards of quality for a technical description. Your description should be 100 to 150 words long.

I estimate this assignment may take you five to six hours to complete. One-and-one-half hours to read, take notes on the book. One hour to play with and take notes on your product. One hour to create a template for your document. One-and-one-half to two hours to write the assignment itself.

This assignment is due on Monday, March 13th at 11:59 p.m.

Grading

To earn substantial credit, your assignment must answer the above questions, provide a good technical description that meets the guidelines of Chapter 19, and deliver the work in a professional’ish looking document. This assignment is worth 40 points, and will be graded on completion.



ENG 2700 Assignment | Annotated Bibliography

As you begin your research on your idea, you need to organize your sources of information, and *your thinking* about these sources. The annotated bibliography is designed to assist you in this endeavor.

For your annotated bibliography, you are responsible for a very brief summary and analysis of **FIVE** sources relating to your topic. These sources should be informally CRAP-tested for relevance to this project:

<http://loex2008collaborate.pbworks.com/w/page/18686701/The%20CRAP%20Test>

You must find expert sources for your work. They do not necessarily need to be academic (e.g., they can be journalistic, web-based, etc.), but they do need to speak with well-founded authority on the subject. With each source that you include, you will provide an accurate citation, brief summary, and analysis.

Directions

I recommend that you compose your responses to the questions by thinking about the questions first, and then integrating your "answers" into coherent and cohesive statements that discuss the content and usefulness of the source for your project. You do not need to answer every question with equal depth—instead, choose which questions are most important and elaborate on those. You have one full, well-written paragraph for each source.

Questions

- What is this source saying that is important? What are its major claim(s) and argument(s)?
- How does the information offered in this source enhance or challenge my perception? If it doesn't, it probably doesn't need annotated.
- Does this source bring new questions to mind about my subject? If so, what questions?
- Do I have doubts or reservations about the information this source presents? Why?
- Do I feel this source is right for my developing project? Why or why not?
- What might this source contribute to my thinking about my project?

Citation Format

You are not required to use MLA, APA, or other citation style yet. At this point in the project, you must still include a full citation, though, for each source. Include the author's name, publication date, title of source, what organization it is from, where you got it from, and a URL if available. Do so consistently for each source. A reader needs to be able to find your source with reasonable effort from the information you provide.

Evaluation

This annotated bibliography is worth 30 points. It will be graded holistically based on the development of your ideas. This annotated bibliography is due March 27th in your Drive folder.



ENG 2700 Assignment | Quick and Dirty Technical Research Report

This assignment is intended to throw you into the practices and discipline of technical communications feet-first. As professionals with expert communications skills, we must be able to generate effective content quickly and accurately. Consider this report as an opportunity for you to experience doing so.

P.S.



https://imagemacros.files.wordpress.com/2009/06/its_a_trap.jpg

Directions

Assemble a 500- to 750-word technical document using the notes (and your analysis of the ideas) from the sources you have gathered for your annotated bibliography plus **TWO ADDITIONAL SOURCES**. This is a process-based assignment, meaning that you must demonstrate your work.

Your “report” will need the following:

- 1) Evidence of your notes from the annotated bibliography and additional research you do.
- 2) The organization of your notes into a basic argument (using a mind-map, cluster, outline, whatever you know how to do).
- 3) A draft of your document using good technical reporting template format (of your own design) that demonstrates your ability to integrate textual research and analysis into your own thinking and put that on paper.
- 4) All materials in their own sub-folder in Google Drive.

Details

Please review the following details that are relevant to your reports:

- The due date for this assignment is Tuesday, April 4th (all notes and organizational materials should be put in their own Google Drive folder).
- Sources must be cited in-text and in a works cited page using a format of your choice (<http://www.citationmachine.net>).
- This report should rely on 5 to 7 CRAP-tested sources: (<http://loex2008collaborate.pbworks.com/w/page/18686701/The%20CRAP%20Test>).
- While you create the format of this report (to the best of your present knowledge and ability), it must be consistently and thoughtfully executed.

Grading

This assignment is worth 50 points. As I evaluate your work, I will be looking for these qualities:

Content and Development (25 points)	
<p>All key elements of assignment are covered in a substantive way.</p> <ul style="list-style-type: none"> • Report is 500 to 750 words or more. • Report is composed from an involved research and note-taking process. • Report develops an appropriate main idea using at least seven credible sources. 	
<p>The content of the report is appropriately detailed, accurate, and informative.</p> <ul style="list-style-type: none"> • Information and details provided are relevant and cohesive. • Audience concerns are anticipated and addressed. 	
<p>Paragraphs develop ideas that support the main point. Main points are supported by relevant specific descriptive details and examples when appropriate.</p>	
<p>The report uses the vocabulary and ideas from sources correctly.</p>	
Style and Mechanics (25 points)	
<p>The tone of the essay is appropriate to the content.</p>	
<p>Sentences are complete, clear, and concise.</p>	
<p>Rules of grammar, usage, and punctuation are followed.</p>	
<p>Formatting is clean, consistent, and your own.</p>	
<p>Evidence of appropriate citation is used for each entry.</p>	
Total: 50 points	
<p>Additional Comments:</p>	



ENG 2700 Assignment | Draftiest Draft Ever

The purpose of the "Draftiest Draft Ever" is to develop the best idea (or ideas) found in the Quicker and Dirtier report, and pull it into an ENTIRELY NEW STRUCTURE that can be re-developed with supporting content from the report (as appropriate) and from additional research. It is imperative that, once you have taken what is useful from your original document, you perform significant additional research to fill in the blanks (citing notes as you take them). This is how you will continue developing your best idea(s) on the path to producing a successful report.

Ideally, what you are attempting to perform for the draftiest draft is a "metacognitive turn" with respect to your ideas and this document. An "a ha" moment as Oprah might say. In other words, you want to gain some insight and control, not only over your idea, but over the process of developing your idea. As you do so, you will begin bringing structure to your thoughts. Ultimately, what you want to do is to think through your writing – to develop your ideas as you write. In order to do this, you must be willing to shape and reshape the structure, the argumentation, and the ideas of your document. Be persistent. Be bold.

Directions

Assemble a "draft" of your "technical report." As you do so, focus on content development, rhetorical structure, argumentation, page design, and documentation. As you compose your draft, consider the rhetorical structure appropriate to your writing problem. You should have no less than 10 CRAP tested sources for your draft.

Your technical document should be between 1000 and 1500 words of content. Be sure that your work conforms to a high ethical standard of writing (e.g., don't plagiarize, cite any sources you use, etc.) Use good design and rhetorical practices that are appropriate to professional and technical writing (i.e., use what you have learned so far). Your goal is to have a template and format that is clean, purposeful, and articulated.

Do not use a pre-designed MS Word template. Design your own template from a blank page.

Criteria

Your technical document is due on Thursday, May 4th, and should be written using the following specifications:

- In .doc(x), .rtf, or .pdf file format.
- In an appropriate structure and format.

- Using a template of your own design.
- Conforming to best practices in design and format.
- Carefully revised and edited.

Grading

The rubric below indicates the elements that I will be looking for as I assess this assignment. This is the same rubric that will be used for the final midterm project evaluation. This draft is worth 50 points.

<i>Content Development</i>
Subject matter holds an appropriate level of complexity for audience.
Information from 10 researched sources is CRAPed (currency, reliability, authority, point-of-view)
Appropriate level of analysis and synthesis of ideas for subject matter and audience.
<i>Rhetorical Structure</i>
Genre features are appropriate for content and writing situation.
Clearly demarcated boundaries between logical elements of text (e.g., beginning, middle, end).
Standard use of stylistic elements and mechanics (e.g., paragraphs, sentences, punctuation, etc.)
<i>Argumentation</i>
Ideas demonstrate clear hierarchical logic.
Overall argumentation develops a main idea.
Cognitive bias and logical fallacy are minimized.
Multimodal elements that are included contribute to argument.
<i>Page Design</i>
Design and formatting features are necessary, appropriate, and intentionally considered.
Reflects best practices within genre of text.
Multi-modal elements are integrated into page.
Clean w/ appropriate use of design features such as font, spacing, headings, structure, whitespace, graphics, & color.
All necessary elements included.
<i>Documentation</i>
Sources are provided according to a properly formatted style.
Information is parenthetically documented within the text.
Summarized, paraphrased, or quoted information is done so according to best practices within style chosen.



ENG 2700 Assignment | Develop a Section

The purpose of the "Less Drafty Section" is to develop **one** "body" section of your technical report to a credible draft stage. The credible draft stage is what you have known before as simply "a draft," but in this instance it is a draft that represents your work well to a supervisor, editor, or other external party.

With the draftiest draft, your job was to achieve a "metacognitive turn," where you are able to develop your ideas more fully with additional research and analysis. Now, you are going to further that turn and build out part of the eventual writing product.

Which section you choose to develop is up to you, but I recommend that you chose one that is important and accessible to you in terms of believing that you can make good progress on it. When I do this exercise myself (and I often do), I choose the section that I believe I can do the best job on.

Directions

- 1) Choose a section of your report to build on.
- 2) Analyze that section paragraph-by-paragraph, writing out what each paragraph does, what questions it raises, and what you need to do to respond to those questions. Include this work with your section.
- 3) Conduct additional research and take notes (at least four sources additional) that help you develop your ideas where they are weak. Include this information.
- 4) Develop your section into approximately 500 to 750 words, depending on your needs. Remember, your goal is to write from a position of understanding and choice. Choose the best, most relevant, information from additional research you do to.
- 5) Your section should be simply, but effectively formatted. It does not need to be on a template.

Be sure that your work conforms to a high ethical standard of writing (e.g., don't plagiarize, cite any sources you use, etc.)

Do not use a pre-designed MS Word template.

Criteria

Your technical document is due on Tuesday, May 9th, and should be written using the following specifications:

- In .doc(x), .rtf, or .pdf file format.
- In an appropriate structure and format.
- Using a template of your own design.
- Conforming to best practices in design and format.
- Carefully revised and edited.

Grading

The rubric below indicates the elements that I will be looking for as I assess this assignment. This is the same rubric that will be used for the final midterm project evaluation. This draft is worth 40 points.

<i>Content Development</i>
Subject matter holds an appropriate level of complexity for audience.
Information from an additional four researched sources is CRAPed (currency, reliability, authority, point-of-view)
Appropriate level of analysis and synthesis of ideas for subject matter and audience.
<i>Rhetorical Structure</i>
Genre features are appropriate for content and writing situation.
Clearly demarcated boundaries between logical elements of text (e.g., beginning, middle, end).
Standard use of stylistic elements and mechanics (e.g., paragraphs, sentences, punctuation, etc.)
<i>Argumentation</i>
Ideas demonstrate clear hierarchical logic.
Overall argumentation develops a main idea.
Cognitive bias and logical fallacy are minimized.
Multimodal elements that are included contribute to argument.
<i>Documentation</i>
Sources are provided according to a properly formatted style.
Information is parenthetically documented within the text.
Summarized, paraphrased, or quoted information is done so according to best practices within style chosen.



ENG 2700 Final Exam | A Celebration of Knowledge

Unlike your final project, which demonstrated your ability to successfully execute a technical writing project through an extended process of development, this exam will assess your ability to reason through technical writing concepts and demonstrate that reasoning to a reader.

For this exam you will need to produce two responses that incorporate the following features:

- Demonstrate your comprehension of technical writing concepts and methods and your ability to relay that information to a reader in a clear and coherent manner.
- Develop the content and analysis of your responses beyond a simple description of “what you’ve learned.”
- Use general writing process principles to produce effective responses.
- Demonstrate technical writing best practices in the format of your document.

You will be evaluated on your ability to coordinate the above features as you complete the exam.

Directions

Review the four questions below. Choose two. Compose a 350- to 500-word response for each question. As you do so, be sure to address the entire question and do so in a cohesive fashion. Your goal is to demonstrate a clear grasp of the theoretical and practical considerations involved, clear organization of ideas, and an ability to analyze relevant concepts and information. If you use information from the text (including from your study guides), you must cite it.

Post a valid exam document to your Drive folder by 11:40 a.m. on Thursday, May 24th. Late or corrupted exam files will not be evaluated. If you have any questions, please contact me allowing enough time to receive a reasonable response.

Questions

- 1) Specifically, how has your writing developed over the last 15 weeks of the course? Be sure to compose your response through the reference of specific, relevant, technical writing concepts and provide adequate analysis and reflection using concrete examples from your assignments.
- 2) What has been the most difficult barrier for you to overcome as you have progressed through the course activities? Be sure to define the barrier in a detailed manner. Why has this barrier been

difficult? What progress have you made? Be sure to provide adequate analysis using concrete examples from your assignments.

- 3) How do you envision using the concepts and techniques of this course either in your current professional life, or a future career position? What concepts and techniques seem most immediately valuable in that regard (perhaps ones from your course notes)? If no element of the course seemed valuable, why not, and what would have proven more valuable? Be sure to reference specific technical writing concepts.
- 4) Having completed this course, how would you approach a novel professional or technical writing situation? Be specific in your description including what concepts would be relevant, what questions you would ask and to whom, what process(es) you would engage, and how you would pattern your workflow.

Demonstration of Learning	Excellent (A-B)	Good (B-C)	Marginal (C-D)	Unsatisfactory (D-F)
	Responses demonstrate fluency in the language and concepts of professional and technical writing. Responses present a compelling analysis of the situations discussed in test questions. Student demonstrates a command of document design best practices.	Responses demonstrate grasp of language and concepts of professional and technical writing. Responses present a basic analysis of the situations discussed in the test questions. Student attempts to format responses according to document design best practices.	Responses may or may not use specific language and concepts of professional and technical writing. Responses may or may not attempt an analysis of the situations discussed in the test question. Student may engage in minimal design of test document or design actively impedes reception.	Few if any terms, ideas, and concepts specific to professional and technical writing are included in responses. Student does not provide an analysis of the issues discussed or the analysis is fundamentally flawed. Evidence of technical document design is not present. Responses may or may not be on topic.



ENG 2700 Final Project | Completion Draft

Every word you have written in this class comes down to this. Every hour invested in exploring writing and being better at it comes down to this. Everything that you will have to show for yourself walking out of this class...comes down to this draft.

Directions

Deliver the very best "professional document" you are capable of producing. Provide a PDF of the document. To the PDF attach a separate response (one page) that answers the following questions:

- 1) What has your experience been writing this project? Why?
- 2) What have you learned while writing this project that you can use in the future?

Project Due Dates

This project is due on Friday, May 26th at 11:59 p.m. in your project Folder on Drive. There can be no extensions.

Final Draft	Polish	5/26/17 (Fri) – 11:50 p.m.
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Grading

This project is worth 250 points. Below are key elements of the text that I will be focusing on as I determine your grade:

Content Development (50 points)	
Subject matter holds an appropriate level of complexity and interest for audience.	
Information from researched sources is CRAPed (currency, reliability, authority, point-of-view)	
Analysis is accurate and appropriate for subject-matter and audience.	
Argumentation (50 points)	
Ideas demonstrate clear hierarchical logic.	
Overall argumentation develops a main idea.	
Multimodal elements (if used) are designed to contribute to argument.	
Page Design (50 points)	
Design and formatting features are necessary, appropriate, intentionally considered, and organized through a cohesive style.	
Reflects best practices in design with respect to proximity, alignment, contrast, repetition, text elements, etc.	
Multi-modal elements are integrated as seamlessly as possible into page.	
Research and Documentation (50 points)	
Sources are adequate in scope and number to the research and writing task.	
Information is appropriately documented within the text (e.g., parenthetically, footnotes, endnotes, etc.)	
Summarized, paraphrased, or quoted information is done so according to best practices within style chosen.	
Project Management (50 points)	
Project deliverables were robust and relatively on schedule.	
File are well-organized with sufficient control.	
Team virtual workspaces and communications channels are well-organized and professional.	

