

PERSONAL INVENTORY

What parts of your life absorb your complete attention, even for just a little while? What do you feel is your path forward? What is holding you back? What do you want to accomplish? What must you do to produce engagement and a state of flow within you? What are you interested in? What are you passionate about? What fascinates you? What is the horizon of your interests? Most important, how are you going to get there?

We feel compelled to learn and succeed when we feel good about the work we are doing. When we decide that work for ourselves, we actively contemplate the possibilities it may play in our lives. It is not enough to *think* about these questions I pose to you. You must write about them. Commit to seeing the results of your struggle on the page.

Writing not only gives you direction, it helps you become a more complex thinker and communicator of valuable ideas. Excellent writers cannot reach people who are different than themselves without knowing their own motivations, needs, desires, insecurities, strengths, weaknesses, and cultural orientation. They must be aware of who they are within themselves and within the world. If you have not already, let us begin that work.

Directions

Compose your responses into one document, logically structured and formatted consistently in a way that you believe is most effective. Upload your assignment to Drive by next Thursday, June 11th before 11:59 p.m.

The following are guidelines to help you produce a successful document:

- 1) Create your document using standard margins, a san-serif font, and logical organization as you understand them from your previous college writing courses. Except, this time make the document **single-spaced**. If necessary, you can use this assignment sheet as a guide. Try coming up with your own document format though.
- 2) Write a list of 5 things for *each* of the following categories:
 - What fascinates you?
 - What do you want to accomplish in the next five years?
 - What things that you do for your job, your schooling, your hobbies, your professional ambitions, etc., make you feel best (i.e., have "flow")?
 - What problems are holding you back in your life currently?

In total, you will have 20 things that you are writing about across four categories. What you want to be sure of is that your 20 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, "I collect custom Japanese electric guitars, especially from the 1980s." With each interest, be sure that your explanation conveys why it is interesting to you.

For example, you might write:

- a. Browsing people's questions and stories about relationship issues on community websites (e.g. Reddit, Metafilter, Quora).
- b. Collecting classic sneakers. Also, buying and refurbishing worn sneakers, and reselling them for profit.
- c. Designing and soldering circuits that do weird things only I seem to appreciate.
- d. Turning Altoid tins and other found containers into Linux boxes.
- e. Following and sharing information about the #BLM movement on Twitter.
- f. Watching videos of wingsuit flying (and dying), and other ultra-extreme sports.

Take these 20 things across the four categories (fascinates, accomplish, flow, holding back) and write a four-to-five sentence of explanation for each (approximately one short paragraph).

For example:

My Fascinations (Today, Anyway)

Minecraft redstone circuitry – I can't say that I'm a traditional gamer because most of my experience with them is as an academic. But, I do like playing Minecraft with my two kids, and I host a Bedrock edition realm for them, and other family members. We are all kind of competitive, and since there is nothing that distinguishes me as a player, I decided to learn redstone. It's pretty challenging given I haven't done any programming in 20 years, but there's an enormous number of interactive tutorials and videos out there that show you how to use it and make automated devices.

Studying data visualizations – I'm a very visually-oriented person, but I have to struggle for every single bit of creative skill I'm able to acquire. I don't learn well by watching videos or listening. I must have a visual system to read/study. Data visualizations are an example of how I learn best, and what I wish I could do better. I really like visualizations that provide some level of meta-analysis of a subject. I'm particularly interested in visualizations that model relationships between communications spaces, such as XKCD's classic "Map of the Internet"

This may require a bit of thinking and research on your part to articulate aspects about you well enough. Be sure to give yourself enough time and text to connect your interests, goals, problems, etc., and an explanation of them, to both an internal audience (you) and an external audience (i.e., me).

- 3) Pick two of your fascinations, goals, activities, or challenges and develop each of them into a one-page simple analysis (single spaced, approx. 350 words each). This analysis is an opportunity for you to explore through note-taking, writing, and a small amount of casual research, these two analyses should be just complex enough to broaden your thinking a little about what you are writing about.

Grading

This assignment is worth 150 points and is graded on your ability to use the directions to generate an appropriate volume of content suitable to developing an ongoing conversation about your interests and fascinations. **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 (20 paragraphs, plus 2 one page analyses). Credit cannot be awarded for work not completed and uploaded to Drive. Incomplete work (i.e., missing sections, lack of full paragraphs, unformatted) will be given partial, or, no credit.

How to conduct a basic informal analysis

An analysis is a study of the structure of something through its elements. An informal analysis of a subject is a focused look at one or more aspects of the subject (i.e., what it is in comparison to other defined things) that follows general critical principles rather than discipline-specific methods. A good informal analysis uses the examination of these features to develop a main idea that addresses a problem, issue, concern (i.e., a gap) that is relevant to the audience of the analysis (here, you and me).

To write an effective informal analysis, you must both read and understand the nuances of a text (or video, or picture, or video game), take generative notes, and then cohesively reorganize your notes around either a known gap (e.g., one given to you), or around an emergent gap (one you discover). You do this by synthesizing the connections and interrelationships of your ideas around a conclusion.

A. Taking Notes

As you prepare to write a basic analysis, you must “read” the “text,” and take notes. If you are inexperienced in writing informal analyses. This will involve the following:

- You must be willing to read and understand what you read by writing your way through this understanding.
- You must be willing to commit time and focus to read closely and track what you have read through your annotations and notes.
- As you read critically and take notes, you must be willing to stop, reflect on what you have read, ask yourself questions about it, and add notes to your existing notes as part of that process (recursivity).

B. Composing Ideas

Once you have completed your close reading of the text to be analyzed, take your annotations, and transcribe them into a document. While doing so, you must be willing to consider what ideas are most important to you, and which other ideas are related to that idea (and “speak to it”). As part of this process, you must find the main idea, or argument, or narrative/story of your own piece that is speaking to you.

- You must have enough notes that you can then produce ideas in sentences to create chains of argumentation (i.e., related paragraphs) to introduce, support, and then conclude a main idea that you develop.
- You must be able to articulate an opinion on the subject you are writing on (an informed opinion), but also try to apply that opinion towards more abstract, or general, ideas.
- Recognize and question your own relationship with the text to situate yourself within it.

C. Finding the Gap

Once you have an adequate base of notes from which to work, you are prepared to draft your analysis.

- Your analysis should focus on what is missing (in your own opinion) that can be filled in through analysis. This is something that will bridge the “gap” between your own interest and understanding, the text, and the audience.
- As part of your analysis, you may summarize, evaluate, connect, and/or extend ideas from the source text with your own.
- As part of your analysis, you may reorganize the text around conflicting or conflicted viewpoints, contradictions, theses, information, or any other content found within the text itself.
- Your own analysis should have an introduction (written last), body, and (brief) conclusion.

BUILDING A GREAT IDEA

We all have ideas, sometimes even good ideas. How does one go about taking a good idea and turning into a great idea? Furthermore, how does one turn a good idea that is stuck in their own head into a great idea they can share with others? Even further, how can someone ensure others will also agree that the idea is great? Maybe even want to contribute to it themselves with time, expertise, moral support, equipment, money, or whatever? Even, even further, what makes a great idea attractive to another person? What kinds of presentation do you need to be prepared to deliver, under what circumstances, and how do you make that happen?

We will not be able to answer all those questions in the few short weeks of this course. Learning how to engage people who can help you with ideas that serve the core of who you are takes a lot of time and investment on your part. Your mission for this project (and this class) is to learn how to *begin* answering these questions so that one day you will be an expert. To do this, you must work hard and have fun, while at the same time operationalizing your interests, maybe even your fascination, by planning a project around the nexus of your own ideas and others' needs and interests.

Your final project will be a deliverable composed of the following components:

- 1) A brief stakeholder analysis, SWOC analysis (strengths/weakness/opportunities/challenges), and an opportunity canvas in a visual format.
- 2) A basic feasibility study of an entrepreneurial idea of your own design, which begins the process of solving a problem, and with the following components:
 - a. An executive summary that abstracts the study for a reader.
 - b. A narrative description of the idea (i.e., a product, a service, an intervention, event, thing you shall do, etc.) that would be of interest, and an analysis of the people who would care to know/help (i.e. your initial audience).
 - c. A section describing the necessary project infrastructure, funding, organization, and technology considerations (i.e., what you need and how you need it for success).
 - d. The "marketplace" of products/ideas in which your own idea will be situated, including a clear articulation of the problem (and causes) that the proposal addresses as well as the clear and convincing benefits of your idea in solving the problem.
 - e. How you plan on developing relationships with your audience for your project (i.e., marketing strategy), including channels and your "message".
 - f. A realistic and cost-effective budget of \$5000 or less with justification for expenditures, along with a plan for developing key resources, and your audience segment for a more ambitious project.
 - g. A realistic timeline, and project delivery schedule.
 - h. A projection of what success will look like (i.e., how will you know when you are successful with this iteration of your idea, how will you measure success, etc.)
- 3) A critical reflective analysis of the feasibility of your project as designed it.

Directions

- 1) Visit the crowd-funding websites Kickstarter, GoFundMe, and IndieGoGo to see how people “sell” ideas. You will not be doing a crowdsource project—but it is interesting to see the ideas. Use it for inspiration. Then draw. Draw your idea out. Be able to answer: *Why, how, what?* Think about “who cares?”
- 2) Create your stakeholder analysis of critical parties who will be interested in your process from end-to-end.
- 3) Produce a visual SWOC.
- 4) Compose a draft visual opportunity canvas in Canvanizer (You will receive an invite to my account).
- 5) Assemble a 1000 to 1500 word “feasibility study” that articulates your fascination (or interest) into an entrepreneurialized goal (i.e., one attached to a venture that “does” something relevant). Draft, revise, and edit your document using a business report structure (I provide you with a basic template).
- 6) Write a 250- to 400-word critical reflective analysis that discusses how you feel you did with this project, including the feasibility of your idea and your ability to represent it on paper.
- 7) Revise your documents and create one PDF containing all five of the above deliverables (stakeholder analysis, SWOC, canvas, proposal, and reflection) as a package after receiving comments from your instructor.

Directions

Additionally, keep in mind the following:

- Be sure that your work conforms to a high ethical standard of writing (e.g., don’t plagiarize, cite any sources you use as part of your research, etc.) I do check and if I find proof of academic dishonesty, I will hold you accountable.
- Use good design and rhetorical practices – in other words, format your text; use good grammar; revise and edit your work. Use interesting titles and subject headings.
- Upload your documents to your Drive folder with the following file name:
YourLastName_NameOfProject_FinalProject.

Due Dates

Stakeholder analysis	Th - June 18 th , 2020	50 pts. (assignment draft)
SWOC	Th - June 18 th , 2020	50 pts. (assignment draft)
Draft proposal	T - June 23 rd , 2020	100 pts. (assignment draft)
Full proposal package (w/ critical reflection)	Sat - July 4 th , 2020	300 pts. (project grade—five components)

Grading

This project is worth 500 points (50% of your final grade). 200 points of it will be assignments and the other 300 points as a project grade split across all five deliverables. As I evaluate your work, I will be looking for these basic qualities. Each segment of the project will have additional criteria that will be provided to you. The rubric below will be used to evaluate the full proposal package.

Content Development	
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 proposal and audience.	
Argumentation	
Ideas demonstrate clear hierarchical logic presented in a discernable narrative flow.	
Overall argumentation develops a main idea accurately and consistently.	
Multimodal elements (e.g., charts, tables, images) are designed to contribute to the argument.	
Proposal is in a separate, correctly named PDF in a Drive folder with the reflection as a separate file.	
Page Design	
Design and formatting features are necessary, appropriate, and intentionally considered.	
Page design 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.	
Reflection	
Reflection is thoughtful and complete.	
Reflection presents a realistic address of performance of both process and product of project.	

How to “figure stuff out”

Telling a good story is crucial to reaching your goals if those goals need other people’s resources (e.g., time, money, support) to achieve them. One way of developing that narrative is to practice putting your ideas into words. The statement is one way to answer the following questions:

- How does what I intend to do help people?
- What vital service does what I do provide?
- Who will benefit from that vital service?
- What is my track record of success in doing things like this?
- What do I plan to do next if this works?
- How will the money I use for this be spent?
- Why does my idea deserve support?

Think of it this way—you are starting a conversation with someone that you don’t necessarily know, about something your audience doesn’t necessarily know about, and you want it to end by them giving you money. Sounds easy, right?

The following questions might give you an idea of where to start....

1. Who is involved?
 - a. What are their qualifications and accomplishments?
 - b. What is their role in the project?
2. Whom is the idea intended to serve?
 - a. Demographic information.
 - b. Description of a real person who benefits from this (a use case).
3. What is the idea?
 - a. What does it look like?
 - b. How will it be used?
4. What needs does this idea satisfies for the intended audience?
 - a. What pressing problems does the idea address?
 - b. How does the idea satisfy these problems?
5. How will the investment in your idea be used?
 - a. Why can’t you do it with your own resources?
 - b. What are the key expenditure areas?
 - c. How do these expenditures push the project forward?
6. How will contributions be acknowledged?
 - a. What tangible benefit(s) do supporters get in return?
 - b. What intangible benefit(s) do they receive?

STAKEHOLDER ANALYSIS DRAFT

Name: _____ Score _____ /50

Though they have different names and methodologies, stakeholder analyses are a critical aspect of developing a project. They are an opportunity to identify and analyze who is connected to your project, what their needs are, and how their role should be managed. Stakeholder analyses assess the human variables of a system and how potential changes affect that dimension. High value projects actively manage stakeholders.

Directions

Fill in the blanks, thinking about who will be involved, who thinks they will be involved, their roles, and the nature of their participation. As you complete the stakeholder analysis, think about what human power the project needs. This could mean someone that you need to collaborate with to accomplish the work, or a gatekeeping entity (like a licensing board) that can prevent you from doing the work, or members of a community where the work would take place. Identify 3-6 stakeholders for your project.

Stakeholder Variables

- **Constituents** – The stakeholder group whose actions affect your project. This could be one influential person, or a group of people acting as one body.
- **Objectives** – What role you need your project’s constituents to play if your project is going to be successful.
- **Message** – What message the constituent needs to hear in order to be persuaded to play the role designed for them.
- **Benefits** (short, medium, & long term) – The impact that the project will have on its constituents in the short, medium, and long term future if the project is successful, or the benefits that constituents bring to the project.
- **Constraints** (short & long term) – Limitations or inherent problems that constituents bring to your project, either through their direct involvement (e.g., Bob is the WiFi guru we need, but he alienates other team members with his incessant mansplainin’ and male fragility anytime we have questions about a decision he made), or because the project must serve them (e.g., the City of Cleveland demands that 30% of all partnership services goes to underserved neighborhood and we need to figure out how we can afford to do that).
- **Communications Channels** – How will the constituent be reached? What lines of communication are open?
- **Interests** – What is the constituents’ investment in this project? What do they believe they have to gain from their involvement?
- **Influence** – What degree of control can the constituent exert over the project?

Details

- Print, complete, and upload by June 18th, 2020. A revised and typed stakeholder report (directions will be given) must be added to your final project packet. This draft is worth 50 points as an assignment.

SWOC ANALYSIS DRAFT

The SWOC Analysis is a chance to take a big step back from a project, or part of a project, and look at the big picture using a simple visual information hierarchy. Many times, this type of analysis is done as a “warm up” exercise to identify and evaluate basic assumptions about a project.

Directions

As you complete the SWOC analysis, think about what the reality of your idea would be if you built a project around it. What major influences are currently shaping your interest and your ability to accomplish the work that you envision for it.

- Using the individual 6x7 rectangles, write down as many influences in each category as you can (seriously, I want to see at least 8-12). Don't worry about making it look pretty because this is your initial thinking. Do this for each category: strengths, weaknesses, opportunities, and challenges. You can flip back and forth among them as new ideas come to you and need to be categorized. Don't be linear—be flexible.
- Continue adding and grouping influences until you can present a robust picture of the major influences the project is facing and the role you see them playing.
- Now, pick a category and annotate your list. Add notes and ideas to it, combine ideas under common factors. Be as specific as possible. Be as insightful as possible. What you are looking to accomplish is finding 3-4 commonalities or principle strengths, weaknesses, opportunities, and challenges. Record those 3-4 commonalities in the SWOC grid. If you wonder whether you should put an idea in the grid, ask yourself whether it explains something important about your project.
- Once the SWOC is completed, begin cross-comparing the categories. How does the project's strengths compare to its challenges? Does it have many weaknesses, but few opportunities? Does the balance of strengths and opportunities outweigh weaknesses and challenges? Are all weaknesses and challenges addressable? Are the strengths and opportunities worth the commitment of resources? Does it feel like you are overlooking something critical to possible success?

SWOC Variables

1. **Strengths** – Internal factors that *will* help the project or improve the ability to complete it and *must* be the basis of strategy.
2. **Weaknesses** – Internal factors that *will* impair your ability to deliver the project or detract from the results, and *must* be accounted for.
3. **Opportunities** – External factors that *could* improve the outcome of the project if properly integrated into its design, but *will* be lost otherwise.
4. **Challenges** – External factors that *could* lead to failure of the project if left unexplored, and *must* be addressed.

Assignment

Technical Writing

ENG 2575-OL34(#1528)/OL36(#1525)

Due: June 18th, 2020 (Thursday)

Details

- Completed as a peer reviewed draft in class on June 13th, 2019. A revised grid (not the 6x7 individual components) and brief two paragraph written summary (directions will be given) must be added to your final project packet.
- This draft is worth 25 points as an assignment.

SWOC ANALYSIS DRAFT

Name: _____

Score: _____/50

[strengths]

- 1.
- 2.
- 3.

[opportunities]

- 1.
- 2.
- 3.

[challenges]

- 1.
- 2.
- 3.

[weaknesses]

- 1.
- 2.
- 3.

Assignment

Technical Writing

ENG 2575-OL34(#1528)/OL36(#1525)

Due: June 18th, 2020 (Thursday)

SWOC ANALYSIS DRAFT

[strengths]

Assignment

Technical Writing

ENG 2575-OL34(#1528)/OL36(#1525)

Due: June 18th, 2020 (Thursday)

[weaknesses]

Assignment

Technical Writing

ENG 2575-OL34(#1528)/OL36(#1525)

Due: June 18th, 2020 (Thursday)

[opportunities]

Assignment

Technical Writing

ENG 2575-OL34(#1528)/OL36(#1525)

Due: June 18th, 2020 (Thursday)

[challenges]

PROJECT CANVAS

As part of conceptualizing and sharing your idea, you are learning to visualize information in an analytical fashion. How we will do this in our course is through the “business canvas” model originally conceived by the authors of *The Startup Owner’s Manual* (Broad and Dorf). Because, most of the projects in this class are not “businesses” *per se*, we will instead adapt business canvas tool and concepts and call the work we do the “project canvas.”

The project canvas is a way to visualize the important facets of your project, how they connect, and the problems you will face while implementing the larger strategy you want your project to accomplish. If you are doing the work well, it should also begin to reveal to you the next steps, either by continuing to refine and focus your project, or tackle an aspect of it. The goal of this canvas is to not just practice producing “higher order thinking,” though that is necessary to engage in any sufficiently complex system in a deliberate and productive manner. The goal is to also to capture and develop the insights of that work for your future self at a future time and for others.

The project canvas is an easy-to-digest record of where you have been on your project and a roadmap for where you need to go next. It can be detailed and complex, or it can be a 10-minute ideation exercise. You can do one every week as your project iterates towards reality. How we will be using it here is to capture a snapshot of essential relationships in the open system that is your project. And then also:

- 1) To develop confidence and a sense of workflow strategies when synthesizing unorganized information into new and useful structures.
- 2) To experiment with an open and iterative writing and design processes to organize and build complexity into your ideas and deliverables.
- 3) Present deliverables with follow-up reflection and analysis (on paper attached to the document in your Drive).

Remember, this canvas is an *introduction* to a type of skill that is critical when sharing high-level insights with diverse audiences. What you learn here (i.e., thinking visually and reducing complexity) will be part of your basic workshop for developing and conveying vision for the rest of your career.

Directions

You will develop your visual information graphic through a basic drafting process.

Visualization is difficult work for the inexperienced (and, on a professional level, this includes me) so be sure to give yourself a bit of time to work on it every day. This project will require your tenacity, focus, and creative thinking to successfully complete in the time allotted.

Your basic strategy should look something like this:

- 1) **Gather as much information as you can about each area of focus in your canvas.** Generating this raw content is your first job. Mind mapping, invention, brainstorming, shower thinking, chasing the green fairy, or however else you choose to bring words to paper/screen—do it and keep coming back to it. Sometimes I do this work on large sheets of paper. Or a new notebook. Or on index cards. Whatever feels right.
- 2) **Look for natural connections between your content areas.** There is already systematicity in your ideas. Find it and tease out the connections. What relates to what? How? Why? When? Where? Under what conditions? What seems less important now? What seems more? PAIBOC it. What are the important words to think about? Working on paper or the screen, whatever, but develop your notes into concrete statements. Respond to them. Push to make connections.
- 3) **Work Play with your information.** As you come to an awareness of how your content fits together, begin to prototype your solution (e.g., sketch it out). Your initial prototype does not need to be pretty or complex, but it does need to make sense to you and to the kind of audience you are seeking.
- 4) **Refine your prototype into polished visual information graphics.** You do not need to design your own canvas (but you can if you wish). Use our Canvasizer Premium account to create a whiteboard canvas that you can use to design your own Project Canvas. You must save your canvas as a PDF to your own Google Drive workspace (I must recycle the Canvasizer workspaces and your work will be lost).
- 5) **Write a reflective text to accompany your canvas.** You must write a 200 to 300 word (2-3 paragraph) reflection about what was most striking aspect of creating this graphic for you. In other words, what is most important for someone evaluating your work to know about that graphic? What have you learned? Why does it matter? What are you going to do with your newfound abilities (presuming you have learned something)?

Grading

This assignment is worth potentially 100 points. Projects that approach the cohesiveness of the example will earn up to 25 points extra credit. I cannot give you credit for work not done or not uploaded to Drive. I will handle incomplete or missing assignments accordingly. I will be looking for how well you do across the following features:

1. Content for business canvas sections is well-developed through an obvious process (e.g., not just the first thing that came to mind) (50 pts).
2. Canvas is robust, easy to read and interpret, demonstrates a clear logic to the project, and has no major flaws in sequence or logic (25 pts).
3. Response is completed, meaningful, and relevant to the project (25 pts).
4. Work approaches a standard of excellence that gives me hope (25 pts EC).

DESIGN CHALLENGE

Lorem Ipsum is a historical typesetting tool used as a “place holder” for more meaningful text in the design of a document. Lorem Ipsum was invented in the Renaissance based on the text of an ancient Roman writer named Cicero. It has been used regularly for more than 500 years (since the early days of the printing press). With the advent of digital typesetting, it has become a tool recognized by anyone who does web design or creates online content. Read a brief history of *Lorem Ipsum* here: <http://www.lipsum.com/>.

Directions

Professional and technical communicators do not just create text, they design documents and those documents have a meaningful structure that is **COMPLETELY INDEPENDENT** of, but also **FULLY INTEGRATED** with, content. In short, both the content and the design of a document carry significant meaning for a reader and must together and independently to convey a message.

The Design Challenge Project will demonstrate to you how the design of a document communicates critical visual information about its content even without meaningful text. Moreover, you will learn to begin to control this meaning when you write your own documents. We will start with a blank ANSI, paper size A sheet (8.5 in. by 11 in.) and using nothing but the tools of your chosen application (MS Word, InDesign, or LaTeX), build a document template that you will use for this assignment and your feasibility report.

Deliverables

Your Lorem Ipsum Design Challenge will consist of the following items:

- A template designed in lorem ipsum (based on the feasibility report) that uses effective design principles (proximity, alignment, repetition, contrast, and color). What will your report look like? What will the page look like? What visuals will it have (tables, graphs, etc.)?
- An attached 500-to-1000 word technical report (1.5-to-2 pages, single-spaced, using your template) illustrating the decisions that you made (e.g. what, how, why, etc.) across at least four of the governing criteria of the lorem ipsum challenge (proximity, alignment, repetition, contrast, and color). You must include your reasoning behind the decisions you made (what, how, and why).
- A two-paragraph reflective statement discussing your experience with the project. For the first paragraph, write about what the most challenging aspect of creating the document was for you. For the second, write what you have learned in creating the document.

The Twist(s)

- 1) You must use *Lorem Ipsum* for the entire template. There can be numbers in your document, but there should be no other language in your template except *Lorem Ipsum*. Period. In other words, every single alphabetic character in your document must be Lorem Ipsum. Create your *Lorem Ipsum* text using the Dummy Ipsum generator on the *Lorem Ipsum* website (see image below).
- 2) You must not use any premade features from any pre-existing template. These templates are clumsy and obvious. Design your template by hand, from scratch, from a blank page.
- 3) I will collect five of the best templates handed in on the due date, and the class will vote for the winner of the challenge. This winner (and the runner-up) will receive a copy of the book *Swim With The Sharks Without Being Eaten Alive*, by seven-time New York Time's best-selling author, Harvey MacKay delivered to their home or device (their choice).

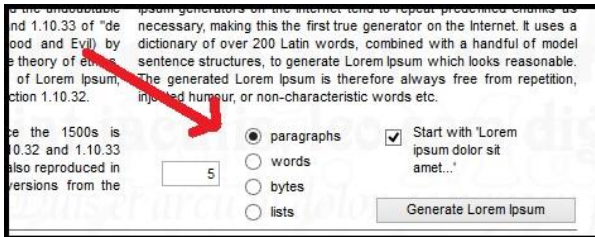


Figure 1- Lorem Generator Interface

Directions

- 1) Design a two-page template for a feasibility report—entirely in Lorem Ipsum (in MS Word, InDesign, or LaTeX). Your template must be of a leading page and body page.
- 2) Write a brief technical report using this template discussing your design choices within it.
- 3) Write a short two-paragraph reflective statement discussing your experience.
- 4) Upload your Lorem Ipsum document, the technical report, and reflection as one PDF document to Drive by June 26th, 2020 by 11:59 p.m.

Assignment

Technical Writing

ENG 2575-OL34(#1528)/OL36(#1525)

Due: June 26, 2020 (Friday)

Grading

This assignment is worth 150 points, or approximately 15% of your final grade.

Generic Markers of Success (50 points)	
Only Lorem Ipsum is used in the template.	
Reflection is complete and uploaded to Drive.	
Template, technical report, and reflection are part of the same document.	
Template Design (50 points)	
Principles of proximity, alignment, repetition, and contrast are used consistently.	
Other design and formatting features (e.g., lists, bullets, font choice, visuals, etc.) are used consistently and effectively.	
Technical Report (50 points)	
Report meets substantiality requirements.	
Report uses design structure adapted from Lorem Ipsum template.	
At least four criteria of the Lorem Ipsum template are discussed, including a description of the choices made and a clear rationale for making these choices.	