



Assignment Sheet: Final Project

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1. BACKGROUND AND PURPOSE

For your Outcomes Analysis, you identified the primary stakeholders for your issue and found the genre that could best help you initiate the action you want to see. For this assignment, you will prepare materials appropriate for the stakeholder you identified in the genre you analyzed. What you create should motivate your stakeholders to take appropriate action based on what you found in your Context Analysis. In short, you will demonstrate your answer to this question: **How can I use my knowledge of my topic and appropriate genres to effectively convince my primary stakeholders to take action I intend?**

2. PROCEDURE

As you can tell from the Background section above, you did most of the preparation for this project in previous assignments. Now, turn your preparations into a real product. Design your project with a specific goal in mind: What do you want your stakeholders to do as a result of this project? Follow these basic steps to create your finished product.

- (1) **Plan**—What is your goal with this project? What do you want your stakeholders to do?
- (2) **Prepare**—What will the project look like? What tools should you use to create the genre you've identified? This question is particularly relevant for digital genres, as they may require software, system access, or server space that you need to take into account. For print-based projects, take time to build a layout that's appropriate for your genre.
- (3) **Produce**—Create content that achieves your goal and matches other examples from your genre. Refer to samples of the genre as you work so you have a sense of whether your work "fits in".
- (4) **Publish**—Put your finished project in an appropriate context. Digital projects will likely need to "go live" by being published on a server (such as Wordpress, YouTube, or Facebook), whereas print projects will likely remain standalone documents. The genre determines publication methods.
- (5) **Post**—Submit your finished project on Webcourses. Print projects should be exported as a PDF file to maintain formatting. Digital projects can be uploaded as-is, or you can provide a link¹ to the content in the comments box when you submit.
- (6) **Present**—In class, present your project to your peers. Because your peers are not your primary stakeholder, they are less invested in or concerned with your topic, and the genre you created will not appropriately communicate with them. Convincingly and confidently present your work to this new audience: show what you've created and why you made it that way.

¹If you don't want your work to be public, you're welcome to post something privately, but be sure your instructor is granted access. Email your instructor if you have questions or if your project has special access requirements/conditions.

3. SPECIAL CONSIDERATIONS BY FORMAT

So far in this class, you have produced standardized text-based documents that generally fit the traditional school-paper genre. This project is different, and some outcomes warrant special attention to formatting.

Paper-based documents: Be sure you differentiate your document from a traditional school assignment. Your selected genre likely omits the headings, double-spacing, and citations you are accustomed to. Make all necessary changes to your document design and content to ensure you don't fall back to writing yet another school report.

Presentations: An effective presentation uses very few words and emphasizes images and the interaction of the presenter with the audience. Very little of the content needed for an effective presentation belongs on a slide. Instead, the speaker adds the valuable content. Consider making a presenter's guide² with accompanying handouts and speaker's notes for each slide.

Videos: Posting a video to YouTube is one thing, but establishing its credibility is much more difficult. Besides careful editing of your video, be sure to make the content of the video show your competence. Anything you will be graded on (see Table 1) that isn't in the video should be included in your in-class presentation.

Online Articles/Blogs: Rather than citing sources, blog authors often link to outside sources. That's tough with academic journals, and journal articles might not be appropriate for your stakeholders. Think carefully about the kinds of sources you use and the way you refer to them. Consult other samples of your genre for guidance. Along those lines, you should have chosen a specific blog that's appropriate for your stakeholders.

4. EVALUATION

You will be evaluated on how effectively you communicate with an appropriate stakeholder group, in an appropriate genre, using appropriate supporting research. Your project should result in a meaningful communication that motivates a relevant person or group to take action on the issue you've explored. How well do you communicate with your stakeholders? This will be the primary basis for your grade on this assignment. Of course, your style, organization, citation, and level of editing should all be appropriate for your audience, purpose, and genre.

Additionally, your in-class presentation presents an opportunity to directly address any points that may not be evident in the genre itself. Carefully review the rubric presented in Table 1. Determine what needs to be included in the presentation to meet the requirements.

²An excellent example of a workshop guide comes from Maryland Public Television (*Developing Writers: A Workshop for High School Teachers*). While not all the content of that document applies to your case, pay special attention to pages 2-5.

TABLE 1. Evaluation of Final Project

CONTENT			DELIVERY
CREDIBILITY / ETHOS (25 pts)	EFFECTIVENESS & PATHOS (25 pts)	ARGUMENT / LOGOS (25 pts)	PRESENTATION STYLE & ORGANIZATION (10 pts)
A Effectively and naturally uses credible sources; presents expert persona	Ensures conviction and motivation in audience; uses stakeholder situation effectively	Makes excellent argument that withstands refutation	Presentation is polished, smooth, and organized for understanding
B Good source integration; decent sense of credibility	Acknowledges stakeholder situation; builds emotional reaction	Makes strong argument using evident reasoning	Project successfully incorporates most features of genre
C Uses credible sources and presents expert persona	Creates sympathetic emotional reaction in audience	Makes valid argument using reason	Project attempts to match genre; slight mismatch possible
D Attempts to build ethos but seems unprofessional	Attempts to persuade fall short or are weak	Argument is shaky or unfounded	Noticeable difference between genre norms and finished project
F Does not consider or emphasize personal relation to issue	Does not address emotional situation of stakeholders	Argument fails to hold up to scrutiny	Project fails to adhere to genre expectations