

Date: January 26, 2004  
 To: Students of ENG 381, Scientific & Technical Writing, Spring 2004  
 From: Bradley Dilger  
 Subject: **Project One Assignment**

The project one assignment is designed to help you get started on documents I imagine you'll need to produce anyway in the next year or so: a job application, an application for graduate or professional school, or some other "self-promotion" package which describes your professional interests. The overarching goal of these documents will be helping you get a job (or an appointment to graduate school, or an internship), but each document will have a slightly different purpose, and you should break down the "reader outcomes" (Anderson 56-7) in depth.

The examples in Chapter Two of our textbook provide useful models. However, your writing will be customized to be centered around your readers, following their disciplinary conventions, and addressing their expectations. Therefore, the Anderson text does *not* provide templates which you can "plug and chug" to complete the assignment.

As you know, there are three assignment components:

1. An **introductory cover letter** which highlights your best professional qualifications and accompanies your supporting documents. (This letter is similar to the letter of introduction you wrote me, but should be a little more formal.) This document can be used to include information not well suited to a résumé, or which you feel merits extensive discussion.
2. An **informative, attractive, and detailed résumé**. (If you seek admission to a graduate school, you could submit a curriculum vitae instead—see me for more information.)
3. A **polite and informative memorandum** or email addressed to a prospective reference, advising her or him of your search, requesting assistance, and providing the information he or she needs to fulfill your request.

Obviously, this is not an exhaustive guide to completing the assignment. You will supplement this assignment sheet by communicating with me and your classmates, developing your writing in a reader-centered fashion. Please take advantage of my offer for assistance outside of our assigned class time. I believe this assignment will help you produce materials you can use in "real life," and I hope you find that useful.

### Point breakdown

assignment	points
Letter of introduction	20
Prospectus	20
Draft	60
Conference	10
Peer review	20
Final	120
<b>Total points</b>	<b>250</b>

## Prospectus

For the prospectus, you should turn in material which provides a prospective view of your audience and the work you will be doing. This document should describe your audiences (two:one for the cover letter and résumé, and one for the reference request) as closely as possible. You should include supporting material which demonstrates the accuracy of your assumptions—such as a position posting or advertisement. You should also use the prospectus to collect information.

Complete the following in writing, using the Anderson text and the project one assignment sheet to help you understand the genres in question.

- 1) If you plan to produce any documents which differ substantially from the basic three described on the assignment, describe the forms you wish to produce (referring to your discussions with me—hint hint).
- 2) Describe the position you hope to attain. Attach an announcement or other printed materials which describe this position, or one which is similar. Why is this particular position your goal?
- 3) Clearly define your primary, secondary, and (if needed) tertiary audiences for your three documents, naming or giving examples of primary readers whenever possible.
- 4) Make a list of the important information about yourself which needs to be included in your materials—not contact information, but achievements and qualities which will help you write persuasively. Referring to the position announcement or other printed materials will help this planning be comprehensive.

You will be assessed on the completeness and detail of information you provide about your audience, and the completeness and detail of information you provide about yourself.

## Draft

The draft should be a full, completed draft of the final project, with as much accuracy and professionalism as possible. Ideally, the draft will provide me and your peer reviewer the opportunity to suggest things to make better on the final job search materials. However, serious problems in drafts can occur—that's why you should always do them.

**Note:** you will need to bring two copies of this draft to class—one for me, and one for peer review.

## Conference

Before the final project is due, you need to meet with me to discuss your draft, the comments of your peer reviewer (if available on that date), and any questions you have about the assignment.

## Peer review

Using a form I provide, you will complete a comprehensive peer review of another student's assignment, communicating with him or her outside of class as needed to learn more about his or her draft. This will help you learn to work with others to improve writing—and to learn to improve your own drafts.

*I will provide more information on the conference and peer review at a later date.*

## Assessment grid for draft & final projects

Point values for these respective assignments are indicated like this: (draft/final).

<b>criteria</b>	<b>optimal</b>	<b>adequate</b>	<b>poor</b>
<i>Reader-centering (30/45)</i>	Excellent level of well-developed content included which appeals to the reader	Clear that you've thought about your audience, though in one or two places you might resort to generalizations	No attempt to appeal to specific reader or readers
<i>Persuasiveness (10/20)</i>	Good mix of facts, reasoning, and match to the attitudes and values of the reader; excellent development of credibility; ethically presented	Some elements of persuasiveness (e.g. facts or reasoning) developed, but one or more missing or weak; or ethical problems	Factual errors, poor logic, or little attention to reader attitudes seriously damages credibility; ethical issues raised by writing
<i>Usability (10/20)</i>	Formatting and organization of document makes finding information quickly easy; strong task orientation	Organization is strong, but formatting does not aid with usability. Consistency is good, but could be better	Documents are often inconsistent, with little attention to reader's tasks; organizational problems
<i>Level of detail (10/15)</i>	Excellent development of interesting points; extremely informative and specific	Good information provided, but questions sometimes left to the reader	Consistent omission of details, with more generalizations than specifics; murky
<i>Professional appearance (0/10)</i>	Clean laser prints which use appropriate form and have appealing, consistent design	Clean prints, but form and design have consistency problems or are unconventional	Problems with quality of printing or care of documents; design considerations ignored
<i>Correct grammar &amp; syntax (0/10)</i>	Few or no errors: well-proofed and carefully edited documents	Some errors affect meaning or seriously mar credibility	Numerous spelling and other mistakes, affecting meaning or giving the impression of lack of planning