

Project Deliverables (20%)
(most, if not all, should also be designed to be accessible online)

Multimodal Digital Document (e.g., website) (4% :: 40 points)

Your group will produce a website that discusses direct and indirect impact of the problem discussed in your proposal. The website will investigate the context for your problem, your proposed solution, the plan of how the solution will be implemented, and why your group is qualified to carry out this solution. **Directly copying the proposal and attaching the following documents to your website, *without a substantial amount of newly self-produced work*, will not result in a passing grade.**

Multimodal “Print” Document (e.g., brochure) (4% :: 40 points)

Your group will create one document that illustrates the current problems associated with your proposed solution, as well as the solution itself. A good brochure will clearly and concisely address the arguments, as well as evaluate your work plan compared to similar plans.

Detailed Report (explaining the “client’s” project) (4% :: 40 points)

Your group will create one report that expands the information presented in your problem and solution in greater detail. Citing researched evidence (no block quotes), this document will be 1.5 to 2 pages, single-spaced.

Marketing Flyer/Poster (4% :: 40 points)

Your group will create one flyer or poster designed to “sell” your solution; audience can be the people to whom you are “presenting” **or** the general public directly being affected by the problem. This document should attractively implement charts and graphs, and utilize the principles of design we covered during this course.

Marketing Plan (cost analysis) (4% :: 40 points)

Your group will create one marketing plan that thoroughly outlines and justifies all potential costs associated with your solution. The costs will be organized by headings with 4-5 sentences each justifying your solution. Use of charts or graphs will enhance the rhetorical message of this document.

Grading: The difference between a C and a B is creating a report (that which is purely informational) and an argument (that which places new ideas within context). Of course, the usual requirements for persuasiveness and coherence still obtain. For example, a poorly structured attempt to report, review, or summarize is unlikely to get as high as a “C.” By the same token, an “A” document not only shows how the document participates in a pre-existing argument: it must do so with confident self-awareness as an expository essay.

See syllabus for due dates.