WRT 205
Project Proposal Guidelines

The in-class symposium days (next week) are designed to give you a chance to think about how your goals for the project will be reflected in an actual object or product.   This process is an opportunity to consider your goals for the project, how you will execute the actual design, whether your project idea is a relevant rhetorical response to the information you have gathered, and how your plan can become achievable.

To that end, you will present the class with **TWO to THREE approaches** you are considering for your project. Your ideas do not have to be realistic (ie something you could actually make or pull off before the project due date) but they must be fully-described approaches to the assignment. These do not have to be actual models or designs, but **two to three clearly and thoroughly articulated, typed-up, plans of action for the project.** Think of these as "project notes" or "blueprints".

It is best to approach this assignment by considering and triangulating on the rhetorical situation of your project. This involves identifying a target audience (or audiences) and the context in which they would be addressed, considering what argument or idea you hope that your project will convey, and assessing your talents and interests in creating a product and a message. You will also want to consider different purposes for your project, for example, to argue a point, to illustrate a point, or maybe just to educate. You can then choose to present the class with two-three different design plans for conveying the same argument/idea, or presenting us with two-three different design plans for conveying different arguments/ideas.

For example, if you are researching the fact that <u>post-disaster individuals and cities experience an upshot in crime such as identity theft and burglary</u>, you might have three different project ideas: a) an educational movie that dramatizes and illustrates this issue for residents of any city; b) a public service announcement that city government can put on TV stations as soon as a disaster is immanent, and c) a user-friendly kit that helps city residents secure their personal items and identity to avoid being a post-disaster crime victim.   As you consider these three ideas, for each, you will want to ask yourself:
>How can I arrange information in this design to convey ideas to my audience?
>What materials and resources would I need to present this idea/argument?
>What specific context would I imagine this item being used in? And what rules would govern that use?
>Who would my target audience be? How do I design information that would be accessible and logical for them?
>What information or other features might I include in this design, and to what purpose?

Your proposal must be typed but can be formatted in any way you would like that suits your plan. (You can include images, drawings, etc as needed.) ~~You will photocopy and distribute your project proposal to the class—you must~~ **~~bring 10 copies to class on your~~ ~~symposium day.~~**   Given this fact, you might want to contain each plan articulation to a page or less. Remember that you can present/pass around images or other data/artifacts when you come to class.