

Unit #3 Recommendation Report and Presentation (250 Pts)

Task:

Beginning with the information gathered in your group's background research reports, you will now work individually to imagine yourselves as an employee for an organization, company, or group tasked with addressing a current issue (through planning, design, innovation, organization, etc.). The possibilities here are broad, and something that should evolve out of the problem setting memos you wrote earlier in the semester. Your research should help you individually further define and set a problem, then recommend a course of action for a specific audience.

Your recommendation report might include a plan for potential product development, a recommended action or implementation plan, a marketing campaign, an event or an awareness campaign, or a public relations response. These are just some possibilities. This work should evolve out of your research, your strengths and your professional imaginations. Your project must contain specific deliverables, and will need to be presented to me as a final written and visual presentation.

Each group will develop work in a google drive folder that you share with me. At minimum, the documents listed below should be kept and maintained in the google drive folder.

Process:

Submit a Scope of Work memo for (Instructor) approval: (40 Pts)

I recommend you turn it in early in order to get feedback early. You can use this [Project Proposal Guideline](#) to help you draft this document.

Drawing on your background reports, your problem setting memos, my feedback, your expertise, and your problem setting discussions as a team, develop an individual plan for what you can accomplish over the last few weeks of the semester. This final assignment will be a culmination of your individual research efforts.

Your final project should include at the following:

- ❖ An action proposal or recommendation report (5-7 single spaced pages, with relevant graphics and design elements included)
- ❖ A Visual design (An infographic, video, or fact sheet are just some possibilities)
- ❖ An annotated slide-deck designed for professional presentation (8-10 slides **with complete presenter/speaker notes**)
- ❖ A 1-2 page letter of Transmittal that explains how your deliverables work together to address a specific audience of decision makers.
- ❖ A self evaluation using the [unit rubric](#)

How you interpret or expand on these deliverables depends on the kind of problem setting you do and the audience you identify. For example, if you are interested in developing a public information campaign, your recommendation report and presentation would be designed for the organization that would carry out the campaign, but your visual design might be an example of educational material created for the public to be distributed during the course of the information campaign.

Your recommendation reports could include proposals for further research, design timelines, example press releases, promotional or marketing plans, designs for products or policy drafts. These are just

examples. Much of this depends on you, and should evolve out of your research, your expertise and industry understanding.

Your status memos should be directed to me. You should imagine me as a manager who must approve your plan of work. We will agree together that the scope of work you define is suitable for the timeframe of the class and evaluate and reevaluate accordingly as the semester progresses.

Meet with instructor to review proposal and set deliverables (optional)

For this project, you should think of me as a supervising manager. If you like, you can schedule a meeting with me to review your scope of work proposal and clarify final deliverables in week seven. These meetings can take place in google hangouts or chat. While I am flexible about meeting times, including evenings if needed, you should write these meetings into your planning and schedule them early. Our class is not my only obligation and my weeks fill up quickly.

Create and Submit deliverables

Based on what you commit to, and what I approve in your scope of work proposal, you will complete and submit all required deliverables via Google drive and Brightspace. Included with your final submission will be your evaluation of the project based on the project rubric.

Remember that the overall goal with these final projects is a portfolio-worthy project-- a project that would be useful to you when you think about securing an internship or an interview later. The extent to which you take this work seriously is the extent to which it will be useful to you moving forward.