

## Schedule to the end of the term

## English 419/519

- Nov 3 Analyzing audiences, more on School Board data, read “Ethics, Audience”
- Nov 5 Lab work designing visuals for School Board Data Set assignment
- Nov 10 School Board Data Set presentations; class discussion of audience analysis
- Nov 12 Lab work/conferences on larger projects begin.  
**Progress report on larger project due shortly following conferences.**
- Nov 17 read “Compensation and Complementarity”; in class work on print layout  
**School Board Data Set project DUE**
- Nov 19 Lab work on larger projects; conferences on larger projects
- Nov 24 Return School Board assignment; conferences on larger projects; possible oral progress report(s)
- Nov 26 NO CLASS**
- Dec 1 Last day for conferences on large projects; possible oral progress reports  
**Progress Reports DUE**
- Dec 3 Lab work on large projects; Editing and peer review day
- Dec 8 Oral presentations of large projects
- Dec 10 Oral presentations of large projects

**Large projects DUE Fri, Dec 11, no later than noon, Mon, Dec 15**

**School Board Data Set**

**10% of the final grade in the class**

Follow the prompt as it begins on page 310 in the textbook: “construct a recommendation report that offers a list of suggested winners of the AEEs, along with the rationale for choosing them.” Design the report in the form of a memo report with headings for the sections and visuals either embedded in the text or attached. If visuals can be embedded in text, that is often better because then the visual is physically in context with the text it complements. The recommendation memo report written in the scenario of the assignment is the main deliverable for this assignment; the visual(s) associated with the assignment will be graded as component parts of the report.

Hand in your recommendation memo report with a cover memo attached. In the cover memo, address me as your professor who must read your response to the assignment. Explain briefly how your analysis of the “rhetorical situation,” specifically your analysis of the audience’s goals and needs, is reflected in your data display(s). You may refer to audience considerations as they appear in the textual part of your memo report to the judges (for example, you might comment on how your textual argument relates/refers to your visual argument), but keep the focus of your discussion as much as possible on your use of visual communication.

**This assignment is DUE no later than Monday, November 17.**

**Large Project**

**30% of the final grade in the class**

Professor Romano is reading, grading, commenting, and directing revisions of the proposals for your large project. Her grade on that portion of the assignment is part of her 60% grade share for the course; however, I will need some context to orient me to your work as I take over direction of the project to its completion. The work I will read, grade, and comment on for this project will be worth 30% of your final grade (75% of my 40% share), and it has three parts.

**Proposal Abstract**

**one page**

Once Professor Romano and you agree that your proposal is appropriate and fully developed (and she has graded it), write a brief (one page, please) proposal abstract for me giving me the information I need to know about your project. What will you produce? Who will it be produced for? Who will use it? How will it be used? How will you research your approach?

**Progress Report**

**2-3 pages+**

Either a day or so before or a day or so after our individual project conference (see the schedule for conference dates) give me a progress report that details: work you have completed, work

currently being done, work yet to be started. Attach current drafts of the visual content. Amplify or modify the information in your proposal abstract; use the progress report to draft parts of what will be in the final report; tell me where you are in your process. Volunteer or decline to volunteer for the oral report option noted below. **DUE no later than December 1**

**Project Deliverable plus final memo/report****3 pages +**

For nearly everyone I've heard from so far, your final deliverable will be some visual artifact – a brochure, a booklet, a poster, something visual – that you have designed and produced accompanied by a memo of transmittal addressed to the client for whom the visual has been produced. If you are your own client (that is, you are producing a visual for your own use) we will work out your approach to the transmittal requirement in the conference.

Accompanying the visual+memo of transmittal is a separate cover memo/report similar to the shorter memo/report attached to the School Board Data Set assignment above. Address this memo to me as the professor reading this final assignment package, and include as attachments the proposal abstract and progress reports handed in previously. Describe in detail the evolution of your approach to the task, your approach to the problem. Specifically, what were your audience considerations? Where and how are those considerations visible in the final product? Graduate students must conduct this discussion in a context informed by references to secondary sources (sources in addition to the class textbook, Kostelnick and Roberts). Undergraduates certainly may choose to use additional sources, but they are not required to refer to sources beyond the class textbook. **DUE no later than Dec 11/15**

**Oral Report****optional extra credit**

I'd like some projects to be presented orally in the last two weeks or so of class. I may ask some to give oral reports during the "progress report" period of the process. There is no set percentage of "extra credit" for giving an oral presentation. Even for reports given in the final week of class, you do not have to have completed your project to give an effective and useful oral report on it. This is a "no fault" option: giving an oral presentation can only help your grade; it can't affect the grade negatively.