

Memorandum

Date: December 9, 2007

To: Maureen Murphy, Technical Communication Professor

From: Caylen Groen

Subject: Proposal for Portfolio Assignment

Purpose

The purpose and context of this proposal is to explain the details and information about our final portfolio assignment. It is needed to show all important documents that we've created or will be creating for Technical Communication. The communication skills and abilities this portfolio will demonstrate my ability to: propose any documents to my editors and colleagues, create instructions for a newspaper design program such as QuarkXPress, create an informational formal report concerning the tactics and descriptions of QuarkXPress, and to construct a form that redirects instructions for a confusing Quark document. My portfolio will include descriptions of all deliverables, a plan to explain each document, a timeline, and qualifications for creating this portfolio.

Description of the Deliverables

The QuarkXPress design program is used to create dynamic layouts and is used on a daily basis in the publishing industry. Throughout my Newspaper Practicum class we used Quark to create the BHSU Today Newspaper. The course required a vast knowledge of the program and extensive knowledge of design principles and tactics. Many of my fellow students, including myself, have had little Quark experience throughout the years. These instructions will be based on the typical questions and errors of many students beginning to use the program. These instructions will also be created to help my further understanding of the program, and help my knowledge of design principles increase.

Based on the QuarkXPress design program, I will then create an informational formal report concerning various tactics and descriptions of the program. The purpose for this document is to inform the publishing world of the program's various abilities and general guidelines of the overall design of newspapers. The report will generally include the general history of the program, the purpose and information concerning the program, what it should be used for, and what particular companies use the program for general design purposes.

Since the journalism field requires many interviews for various newspaper stories and special reports, I will create an Interviewing Form showing and requiring the basic questions and concerns of a general newspaper reporter. This document will show that the interviewing process is very important when writing a showcase assignment or a specific story in general. Many students have problems creating different questions for an interview. The purpose of this

document is to help fellow students become reporter material. This document will demonstrate my ability to interview as well as my ability to suggest questions and help other students be well on their way to a great interview.

I would also like to include my resume and job application materials, because these are generally the type of materials that various employers like to see. My job research will also be required to possibly show employers that I looked into other various positions before choosing my ultimate position. This will also show prospective employers that I've put effort and time into looking for the perfect job. My job application materials are important in showing my qualities and abilities, as well as my qualifications for the job that I'm applying for.

Plan

To create a set of instructions for QuarkXPress, I will be researching the program's website, using various books including materials and objectives for the program, and using my vast knowledge of the program to create these instructions. I will also be using particular page design to create the instructions by also using a logo from the company to specifically add a little touch of Quark into the document. Final editing will include revision, evaluating all information, conducting any quick secondary research and further determination of all other information for the document will be considered.

To create the informational formal report, I will do extensive research on the company to use their specific history and other types of required information for the document. I will mostly be including secondary research to create the formal report. Along with the extensive secondary research, I will need to perform many specific tasks on the program itself to fully understand all the information needed in the report. Final editing will include many different revisions, evaluating and finalizing all information that will be included within the report, conducting interviews on people who actually know the program inside and out and further determination of all other information for the document will be considered.

To create and plan a specific interview for various showcase and feature stories. This will include extensive research of the programs used to write the various stories, the type of research to provide background information about the person or company they're interviewing, and I will research the general tools to use for becoming a successful interviewer. Final editing for the document will include different revisions, evaluating and finalizing all information that will be included within the interviewing form, possibly conducting my own interview to validate my research and findings on the subject and further determination of all other information for the document will be considered.

I will also review my job application materials and fix anything I see appropriate. This will help to conduct other job and secondary research that I need to perform to further finish the assignment. I will use many final editing skills in this assignment. Since it was already graded, I will use the suggestions from you and my classmates to change any possible errors throughout

my first assignment. I will also include further job research techniques and changes from the first assignment and further suggestions to anyone looking to research a job. The final edit will then include further revision, further evaluation and finalization of all information that will be added to the start of my job research assignment and further determination of all other information for the document will be considered.

Timeline

- Interview questions written and possibly performed – **November 8, 2007**
- Revision of the Interviewing document – **November 17, 2007**
- Preparation and start of Instructions for QuarkXPress – **November 18, 2007**
- Start of and ideas for my formal report on QuarkXPress – **November 24, 2007**
- Finalization and necessary revisions for Instructions – **November 25, 2007**
- Start writing and creating my formal report – **November 27, 2007**
- Final revisions and research for the formal report – **December 4, 2007**
- Final draft of Formal Report – **December 8, 2007**
- Start reviewing and fixing job application and research materials – **December 9, 2007**
- Finalize research and job application materials – **December 13, 2007**
- Begin final editing on portfolio – **December 15, 2007**
- Have final portfolio completed and ready to hand in – **December 16, 2007**

*** Dates subject to change**

Qualifications

My qualifications are suited for newspaper writing practices and document design. My various qualifications include:

- Design Experience with QuarkXPress, InDesign, Photoshop, and Illustrator
- Design Experience with Microsoft Word, Powerpoint, and Excel
- Photograph developing experience
- Writing experience – wrote my own column in the BHSU Today Newspaper
- Newspaper Design experience
- Personal communication experience
- Fluent speaking English/little Spanish experience
- My other qualifications for making this portfolio include finding enough experience to become employed with the ONION or a professional well-established newspaper.

I am currently in senior standing at Black Hills State University, majoring in Mass Communications with an emphasis in Journalism with a Writing minor. As of this semester, I will be graduating in December 2008, with a Bachelor's Degree in Mass Communications.

