

## GETTING STARTED ON THE CAPSTONE

Effective Communicators!

Welcome to the capstone. We're so excited that you've accepted the challenge of the specialization, and we can't wait to see the final results. You've come a long way in your journey. We congratulate you on your commitment to achieving personal excellence! You're so inspiring to us.

You've completed our three courses, but, as William said, this capstone is where the rubber meets the road. It's where our most impressive, dedicated learners (that's you!) pull together the lessons of Business Writing, Graphic Design, and Successful Presentation and weave them into the sum that is truly greater than their individual parts. It's where you test yourself and reach for the highest bar. It's where you become your personal brand, and it's where you begin to truly develop the power to communicate your best self to the world.

You should think of each piece of the capstone--memo, slides, and speech--as building towards a final, powerful portfolio of your work. When you've finished, you should be able to proudly share that portfolio with friends, managers, and potential employers to showcase your personal brand and your mastery of effective communication.

The capstone consists of four parts that you'll tackle in order:

1. Writing a one- to two-page memo (Module 2),
2. Designing at least six presentation slides, including an advertisement or poster for your project (Module 3),
3. Delivering and recording presentation that is between 5 and 15 minutes long (Module 4), and,
4. Weaving those parts together into a single, powerful expression of your personal brand (Module 5).

In Modules 2-4, you'll submit a polished draft of each element of your final capstone for graded peer feedback. All of these pieces should cover the same topic and work toward the same purpose.

We'll provide guidance on each element in our individual sections of the capstone. Then, in the final module, you'll apply that feedback and revise again to weave your project into a singular expression of your personal brand. You'll upload the memo and your speech with visuals for a final peer grade.

A note on peer grading: We don't include rubric training quizzes in the capstone. You're our most experienced learners--you know what you're doing. Just as we want you to execute your final projects by exercising the lessons that you've learned in our courses, we want you to apply the judgment that you've developed in this specialization for carefully reviewing your peers' work. The peer reviews will, as always, provide you with guidelines for assessment.

**You have two options for completing the final project:**

1. Regular Capstone: You can use the elements we provide for the Clarity Guitar Company case study (included in this lesson), or
2. Challenge Capstone: You may create a project for your job, volunteer work, or another activity for which you are passionate (pointers for how to approach this are included later in this lesson).

The Capstone asks you to take every piece, every detail of your final effort, apply the lessons of our courses, and infuse your work with the excellence and passion that will be your personal brand.

Go forth confidently! You're already in an elite group of learners by the very fact that you've made it here. Stretch yourself and reach for the sky. You deserve it and we believe in you!

A handwritten signature in blue ink, reading "Quentin Paul", followed by a long horizontal line.