PART 2 - due by classtime Wed, Feb. 4

BIO & PHOTO & WEBSITE

Write 35-50 words that positions you as a qualified industry professional.

Computer Engineering practitioner specializing in digital design, FPGA development, and embedded systems. Experienced in RTL implementation, verification, and hardware–software integration, with hands-on work building custom processors, communication protocols, and performance-oriented simulation tools for real-time and research-driven applications.

Copy and paste a photo of you in the space provided that displays your ethos as a qualified industry professional.

Website Options: Blog, Google Site, Canva, Wordpress (We will work on this in class, but you will also need to do it for homework, see syllabus for deadline)

Choose one & explain why this is the best choice (i.e. what are the "available means of persuasion"?

I choose github pages as my website hosting server, not because it is the best but because it's free and it is what I am most familiar with. While websites like wix or square space are great they don't give you access to the raw website files you can use to host on your own. With github pages I can preview the website before deploying and customize it how I please.

PART 4 (We will do this in class the day the project is due)

REFLECTION

DO THIS REFLECTION & POST IT ON YOUR WEBSITE:

What approach did you take in composing these texts? How did looking at samples teach you to write something on your own? What did you learn about the company's audience, and reader-centered writing?

Before composing these texts I began by researching the genre using a tertiary source. Resources like wikipedia and AI are helpful for getting a high level overview of a subject's purpose, structure, and conventions. Strong tertiary sources also cite credible secondary and primary sources, which helped guide my approach to research.

Next I sought secondary sources from people with experience in the industry to see how they write. These sources provide more detailed insight into how a genre is used in practice, outlining the reasoning behind language conventions, structure, and style. This gave me a deeper understanding of a genre but also gave me an idea of what to look for when analyzing primary sources.

Lastly I apply what I've learned through analyzing professional examples from the computer hardware industry to see how engineers communicate in a real workplace environment. Tying the core themes from the text book readings I focused on how structure, tone, and formatting were used.

What I learned from the primary, secondary, and tertiary sources gave me a model to apply to my own writing. Across each of my genres there was a consistent pattern of highly structured layouts, short paragraphs or bullet points, and a clear separation of ideas. Seeing these patterns reinforced a lot of the messages echoed by the textbook, that workplace writing is less about aesthetics, and more about clarity, consistency, and usability for the reader.

Good workplace writing uses plain english, is direct and to the point, accounts for who is reading, and leaves little room for ambiguity. The distinction between genres emerge as a result of the specific workplace needs. Writing with these in mind allowed me to produce text that paralleled professional workplace writing more closely.

All of the texts in this portfolio are based on real or personal projects, which helped ground the writing in authentic contexts. Working from real scenarios made it easier to produce writing that reflects professional workplace practices rather than abstract or generic examples.

REFERENCES TO KEY TERMS (In case you need it!)

Primary: 1st hand text, original artifact (example: a letter that the company created)

Secondary: An article that talks about the texts the company uses, or provides some insight into the company's communicative genres

Tertiary (this can include ChatGPT, Claude, Perplexity): What encyclopedic, generative, or otherwise large language resource sheds light on the way this company creates letters, emails, and memos?