

Explain in detail your document's development from planning to finish, describing your challenges, how you overcame them, and what you learned.

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### Planning

I planned on addressing Greenpeace, an environment conservation group. My end goal was to inform them of the importance of sea ice melt and give them some further steps they can take to prevent more melting. Bringing a new idea to the forefront of the effort against climate change, I brought the use of influences to the forefront of spreading the word.

### First Draft (for peer editing)

My first draft was again, relatively weak. I received a lot of comments about how using video links was really effective, so I chose to continue with that route. I also received a lot of feedback about being sure to include a strong reference section. In making that more prominent in my second draft, I reiterated for myself how important this section is.

### Second Draft (for your packet)

I unfortunately didn't receive any peer feedback for my second draft. As such, I focused on making headings prominent and making my memo very effective. I would say that the email was the easiest part of this assignment. In writing my memo first and the email second, I learned that it's much easier to complete the email section of this assignment **after** completing the more complex memo. This way, when you are writing your email, you don't need to go back and edit it again after making changes in the memo. The final product is already done when you're writing the main introduction.

### Final Draft (for your portfolio)

For my final draft, I made all of the changes listed in the comments of my grade. I created a better signature block which included personal information and contact info. I also added a to, from, subject line to my memo which definitely should have been there for my second draft. I then put more of the focus on my memo, converted some of the body paragraphs into more fitting sections (summary, recommendations). Then focusing on more of the formatting, I made the headers less obnoxious, normalized a lot of the font sizing/styling and then revised everything to be consistent.