To: Dr. Teena Carnegie
From: Kendal Cler
Date: 4/18/17
Re: Project Proposal

Content management is a growing career option for those with backgrounds in technical communication. A 2015 study (Brumberger & Lauer), indicated that content development and management made up 23% of job postings with many being entry-level positions. Acquiring skills in content management could add an important qualification to credentials and open up more job opportunities.

Through this project I am going to become more familiar with the Madcap Flare software program, which is critical to content management and online help. I intend to complete my certification for this project, but not immediately after the course completion. Through the process of creating an online cookbook, I will become familiar with some of the basic concepts of content management.

My project will be an online cookbook with several sections:

- Appetizers
  - Stuffed Jalapeños
  - Pepperoni Pizza Bites
  - Churro Almonds
  - Guacamole
- Entrees
  - Salmon with Wasabi Glaze
  - Chicken and Rice
  - Beef Broccoli Stir Fry
  - Vegetarian Chili
- Desserts
  - Protein-Powder Cookies
  - Black Bean Brownies
  - Sticky Popcorn
  - Rice Pudding

These recipes will be recorded by May 3. The photos for the three main sections will be taken by May 10, and all sections will be compiled by May 17. The compiled sections will be put into Madcap Flare, and then edited until the cookbook is accurate and visually appealing.

I will meet the criteria for certification of Madcap Flare by completing all of the online tutorials given for Madcap Flare, and familiarizing myself with the tools and the process of creating a document and managing content. I will become familiar with the online help for Madcap Flare through my own experience finding and using online help for creating documents. I will research the most common questions that users have for Madcap Flare and find the answers. Through this method, I will be able to meet the criteria for certification and understand how to use online help. I will complete the online Tutorials for Flare from April 20 through May 31. While completing the online tutorials I will be working on my cookbook so that I can benefit the most from this recap of Madcap Flare.

By June 5 the project will be completed. Once my Madcap Flare cookbook is complete and I have received my grade for it, then I will proceed to store away the Madcap Flare cookbook until I acquire the funds to complete the certification process. This way I will have time to improve my project and choose a time where my funds are more substantial.