

FOCUS	READING ASSIGNMENTS	WRITING ASSIGNMENTS
<p><b>Oct. 26 - Nov. 1</b></p> <p>Non-Profit Group Project: Design Documents</p>	<p><b>In textbooks:</b></p> <ul style="list-style-type: none"> <li>Guark and Lannon, review chapter 6 "Writing with a Readable Style"</li> <li>Williams, chapter 8 "Extra Tips &amp; Tricks"</li> <li>Williams, chapter 7, "Design with Color"</li> </ul>	<ol style="list-style-type: none"> <li><b>1. Non-Profit Project Drafting:</b> In your groups, draft two design documents following the requirements stated in <a href="#">Assignment #6</a>.</li> <li><b>2. Non-Profit Discussion Board #3:</b> Team Leader posts all four documents (in one new post) for peer feedback by <i>midnight Sunday, Nov. 1</i>.</li> </ol>

**This week, you and group members will draft two design documents for your project.** As stated in Assignment Sheet #6, one must contain at least 500 words (this is a just an estimate to emphasize written content) and one must be primarily design (but often contains some written copy). Be sure to **create a cohesive aesthetic and tone between documents**, as they are all coming from the same organization, which means letterheads, logos, color schemes, fonts, etc. should be consistent with the organization's current branding.

I strongly encourage using Adobe Creative Cloud programs for your design documents. **Spark is good starting point, though InDesign is fantastic if you are comfortable designing with less guidance.** Spark offers three options: **Spark Pages** (which allows you to create web pages and presentations); **Spark Post** (which is great for fliers, posters, fact sheets, mailers, etc.) and **Spark Video** (in which you could design an outreach video or presentation). Don't be shy about using templates--just make them your own. [Access your FREE Adobe student license by following these Instructions.](#)

Across documents, demonstrate your understanding of William's four principles, as well as the four Cs of effective technical writing:

- CLEAR** (accurate word choice; varied sentence structure; appropriate tone and structure for readers)
- CONCISE** (strong verbs; active voice; free of unnecessary words and phrases; without repetition and redundancies)
- CONCRETE** (specific language; use of examples and credible data to demonstrate and support claims)
- CORRECT** (proper grammar, punctuation and s/v agreement)

**One of the quickest ways to make your writing more concise and direct (i.e. more mature) is to start replacing "to be" verbs with stronger ones.** For instance, rather than *"They will be coming to dinner this evening to celebrate my birthday"* try *"The guests arrive at 6 p.m. to celebrate my birthday."* The second not only becomes more concise by swapping verbs, it is more specific. Here are two great resources on this topic:

- <https://writingcommons.org/chapters/style/grammar/519-avoid-unnecessary-to-be-verbs>
- <https://www.printwand.com/blog/how-to-eliminate-to-be-verbs-in-business-writing>

**Have a great week everyone and don't hesitate to reach out via email with questions about any of the four documents due *by midnight this Sunday, Nov. 1*, in [Non-Profit Discussion Board #3](#) for peer review.** You will then have Monday through Wednesday (11/2 through 11/4) next week to provide feedback to peers and Thursday through Sunday (11/5 through 11/8) to polish and submit your project.