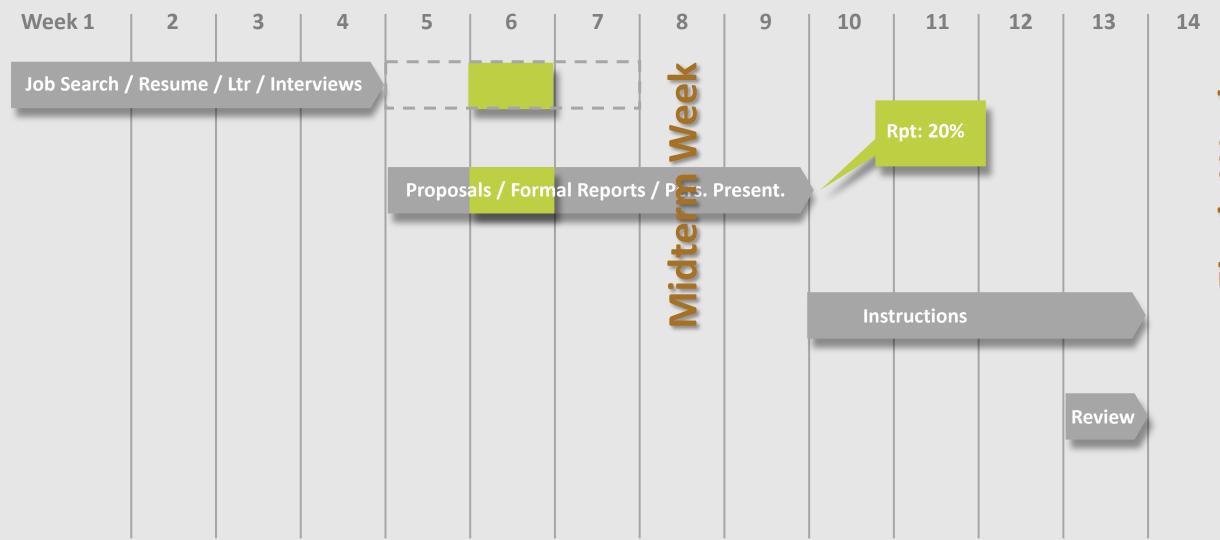
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```

Comm 2216

Week 6: Proposal Sections in Detail

Course Schedule



Proposal Timeline

		Lecture	"Lab"	Due / Marks
5	Sept. 30	Proposals: Purpose and Structure	Sign up groups / pick topic / create heading structure / start filling in the holes	
6	Oct. 07	Proposals: Formal Proposal Details	outline sections (filling in the holes)	Submit link to shared file
7	Oct. 14	Proposals: Formal Report Formatting, Documentation and Graphics	Format reports (styles, headers, etc.) team writing/editing/proofreading	Draft Check
8	Oct. 21	No midterm Comm	MIDTERM WEEK	No comm midterm
9	Oct. 28	Proposals: Miscellany	team writing/editing/proofreading	Lab: Draft Check Proposal due: Sat., Nov. 02
10	Nov. 06	Instructions		Sets B & D: Proposal due: Sat., Nov. 09

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```

Week 6 Outline: Next steps

- Work through the various sections of a formal proposal and its specific content
- Form groups, if you have not.
- Submit a topic, if you have not.
- Submit a link to your shared file (an outline at least), ideally with sections assigned
- Start pulling in your research and sources

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Summary

Introduction

Proposal

Your Solution

Alternative Solutions?

Schedule Fvaluation ?

Costs

Qualifications

Next Step

Proposal Sections

- Summary
- Introduction (problem, solution, benefits)
- Project Details
- Schedule
- Evaluations
- Budget
- Personnel Qualifications
- Conclusions & Recommendations
- References
- Appendices

Al Acknowledgement

Summary

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Schedule Evaluation

Costs

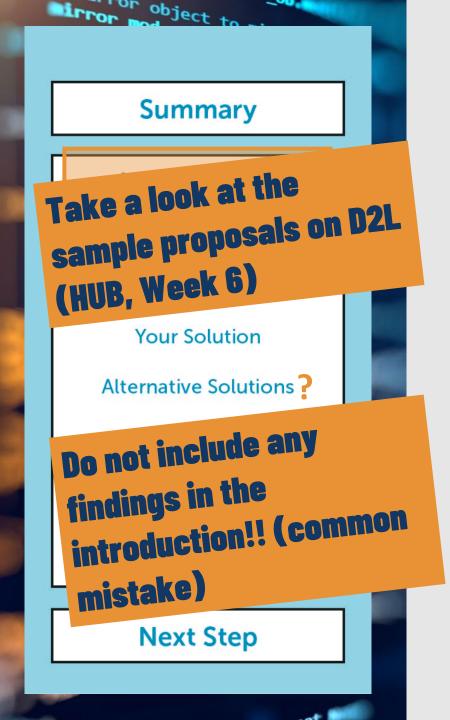
Qualifications

Next Step

Summary

- A critical part of the proposal
- Might be the only section read, at least initially
- Covers main elements of entire report
- Includes & emphasizes benefits
- May mention qualifications (if particularly impressive)
- May include total costs (generally does not)

• Written last (though read first), so we'll talk more about it in Week 9.



Introduction

Current Situation: problem/need

- show reader that you understand the current situation and why it's a problem (cost, time, reputation).
- Do so at length (be specific) so the reader will have to acknowledge the problem

Proposed Solution (mention): possibility/hope

what you suggest or intend to do (mere mention)

Benefits (briefly or leave implied): desire

- how the proposal will solve the problem
- how the results will benefit the company and the reader.
- can leave them implied, if obvious, so that you are not repeating yourself.

Forecast

Indicate how the report is organized (prose outline)

Summary

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Qualifications

Next Step

Project/Solution Details

- Technical details of your solution and how it will work (at a level the reader will understand)
- Benefits (matching the list of problems in the introduction, in more detail)
- Length of this section depends upon the scope of the proposed solution
- This section should be as detailed as possible, so that you:
 - answer all the readers' questions
 - demonstrate that you know what you're talking about
 - persuade the readers that you've thought of everything

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Summary

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Next Step

Project Section Breakdown

- Specifies implementation methods and stages: how things will get done
- Covers whatever is needed to implement the proposed project:
 - Materials
 - Equipment
 - Labour
 - Facilities (available & required)
 - Time spans
- Often done in conjunction with the Schedule section

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Summary

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Next Step

Sample Project Steps: Website

- Planning
- Concept Design
- Page creation/coding Primary pages
- Page creation/coding Secondary pages
- Graphic Design
- Review and Testing
- Completion
- Management/Further Evaluation or Maintenance

Summary

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Your Solution

Alternative Solutions?

Schedule Evaluation

Costs

Next Step

Sample Project Steps: App Dev't

- Identification concept, users, etc.
- Specifications/Design OS, UI, UX, etc.
- Software Development
- Testing / Stabilization / Security
- Deployment iTunes, Play, payment, etc.
- Monetization
- Management

Summary

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Altornative Solutions

Schedule

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Costs

Qualifications

Next Step

Schedule

- The schedule is necessary to demonstrate how and when you'll carry out the proposal
- It lets the reader see the timelines involved and judge the merit of your proposal
- It allows the readers to see how long the various stages will take
- The schedule must be as short as possible while still being complete and realistic

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Schedule

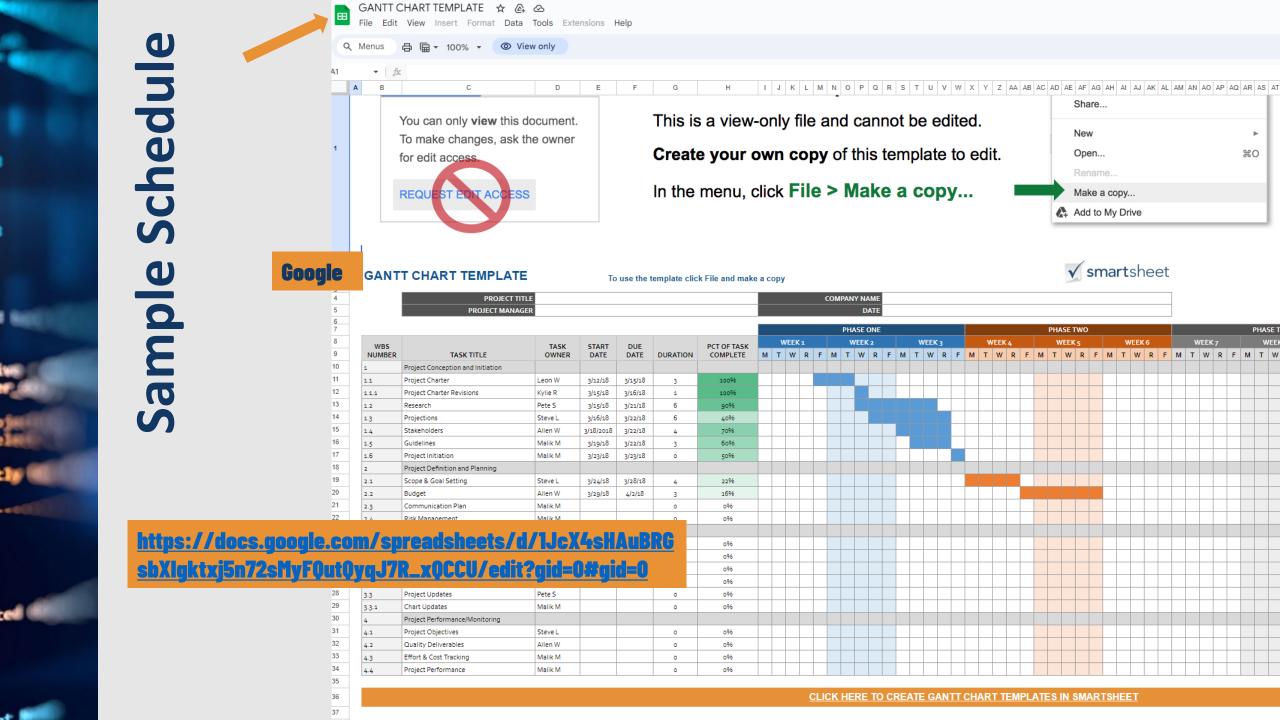
- Makes it clear when tasks/phases listed in the Solution/Details section will occur
- Does not include info not already in the Implementation (sub)section
- Shows the timeline of the project from beginning to end
- Shows the start and end dates of tasks
- Should show visually how the tasks interrelate (Gantt chart)
- If integration with or an interruption of current processes is required, this section reassures the reader that disruption (and costs) will be minimal and explains how they will be minimized.

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Schedule Sample

Gantt Chart

				September			October			November			December				
				6th - 12th	13th - 19th	20th - 26th	27th - 3rd	4th - 10th	11th - 17th	18th - 24th	25th - 31st	1st - 7th	8th - 14th	15th - 21st	22nd - 28th	29th - 5th	6th - 12th
	Topic / Task	Start	Done	1	2	3	4	5	6	7	8	9	10	11	12	13	14
>																	
Introductory	Lecture Series - 1	1	1														
$\overline{\mathcal{O}}$	Lecture Series - 2	2	2														
글—	Lecture Series - 3	3	3														
8	Prepare Learning Contract	4	4														
¥	Sign Contract	5	5			2											
<u></u>																	
_																	
	Types of Stop Motion	5	5														
~	History	5	5														
9	Modern Stop Motion	6	6														
:≣	Software	6	6														
& Writing	Anthropomorphism	7	8														
	Animation Principles	8	8														
	Storytelling Techniques	8	8									4					
	Photography	9	10														
ပ	Lighting	9	10														
	Design of a S.M. Set	9	10														
e e	S.M. Filming Process & Techr	ig1/es	11														
Research	Sound In Animation	11	11														
	Case Study	11	11														
\subseteq	Loose Ends	11	14														
Jctic																	
ರ	Scriptwriting	11	14														
Ŏ	Storyboarding	11	14														
Pre-Production Ongoing	[-					
ج. ج خ. نج	Supervisor Meeting - Thurs	1	14														
- Sc.	Blog - Thurs/Sun	1	14														
č	Interview - Email Contacts	6	14														
0																	



object

Summary

Introduction

We'll let you know when I take a look at Your outline whether this section is

necessary.

Next Step

Evaluation

- For long-term projects:
 - States how you will evaluate progress and success
 - Makes it clear how you will monitor your progress (dates, milestones, etc.)
- For projects where success is hard to measure:
 - Makes it clear how to judge completion of the proposal, if any doubt remains
- Demonstrates that you are thorough and capable of management decisions
- If the metrics that prove success are obvious and simple to obtain, omit this section, but do mention these metrics in the Benefits section or the Details section, where appropriate.

Summary

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Schedule Evaluation

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Qualifications

Next Step

Budget

- Another critical section
- No matter how great the idea, it has to be economically feasible for the reader and the costs have to be justified
- Good ideas are only 'good' if affordable or if they provide a return on investment (ROI)
- You need to show how you can implement the proposal within budget
- Detailed budgets show that you have taken everything into account and that you are not gouging.

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   ject.mirror_mirror_x
```

Budget

- Details are persuasive; more details are more persuasive
- Provide a detailed cost breakdown that lists everything, including contingency costs
- Contingency costs are the unknowns and account for non-best-case scenarios
- The client is often the biggest cause of contingency expenditures (and headaches)
- If you can, estimate profits/savings and a return on investment (ROI): guesstimage.

```
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```

Office equipment, unless specific to the project and delivered to the client is not included in the budget. This is your overhead and covered by the consulting wages.

```
bpy.context.selected_ob
ta.objects[one.name].sel
```

int("please select exaction

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MATERIAL

LABOR			
	Days	Rate	Total
Project Manager	18 months	Full-Time	\$150,000
Web Developer 1	18 months	Full-Time	\$120,000
Web Developer 2	18 months	Full-Time	\$120,000
Web Developer 3	18 months	Full-Time	\$120,000
Web Developer 4	18 months	Full-Time	\$120,000
Database Administrator	18 months	Full-Time	\$90,000
Subtotal			\$990,000

EQUIPMENT			
Item	QTY	Unit Price	Total
Desks	6	\$320.00	\$1,920.00
Chairs	6	\$121.00	\$726.00
Telephone	6	\$100.00	\$600.00
Computer	6	\$779.80	\$4678.80
Server	1	\$1,812.00	\$1,812.00
White Board	7	\$30.00	\$210.00
Subtotal			\$9,946.80

QTY	Unit Price	Total
50	\$47.96	\$2,398.00
7	\$3.00	\$21.00
30	\$0.50	\$15.00
7	\$25.00	\$175
10	\$6.92	\$69.20
4	\$2.00	\$8.00
8	\$1.00	\$8.00
		\$2694.20
		\$1,002,641.00
		\$100,264.10
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```

Start-up Costs

- What it costs to get the project running
- Money for capital: equipment, supplies, material, inventory
- If you require expensive equipment, it might be better to lease than purchase equipment
- Leasing means less money needed up front, and lease costs are a tax write-off
- Money for admin costs: fees, deposits, advertising, licensing, etc.

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```

Estimating Project Costs

- All future costs involve estimates
 - Prices vary between suppliers and change over time (demand or inflation)
 - Disruptive technologies appear
- Do a bit of research to provide reasonable estimates for your costs
- Provide sources for your estimates

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  ject.mirror_mirror_x"
```

Ongoing Expenses

- The next step is to estimate ongoing or recurring expenses: salaries, internet, leases, advertising, hydro, materials, etc.
- Estimates should be realistic

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BUDGET

LABOR

	Days	Rate	Total
Project Manager	Contract	Full-Time	\$50,000
Infosys Developer	Contract	Full-Time	\$50,000
DataComm Developer	Contract	Full-Time	\$50,000
Database Developer	Contract	Full-Time	\$50,000
Client / Server Developer	Contract	Full-Time	\$50,000
Technical Developer	Contract	Full-Time	\$50,000
DigiPro Developer	Contract	Full-Time	\$50,000
IT Professional 1	Contract	Part-Time	\$25,000
IT Professional 2	Contract	Part-Time	\$25,000
Subtotal			\$400,000

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  bpy.context.selected_ob
 int("p. lot of this work for you.
```

Create Income Statement

- Based on market analysis, estimate monthly sales revenues
- Revenue predictions must be reasonable
- Provide sources or refer to market analysis as appropriate
- Create an Income Statement, listing revenues and subtracting costs to determine estimated net income

Do your best, but it's understood that you are not (yet) professionals in the field with the necessary experience to do this section full justice.

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Revenue from Sales		\$29,000
Less:		
Total Fixed Expenses	\$1,535	
Total Variable Expenses	\$11,530	
Total Expenses		(\$13,070)
Profit		\$15,930

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"Irror_mod.use_y = False
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 _operation == "MIRROR_Y"
 irror_mod.use_x = False
 irror_mod.use_y = True
 lrror_mod.use_z = False
  operation == "MIRROR Z";
  rror_mod.use_x = False
  rror_mod.use_y = False
  rror_mod.use_z = True
   election at the end -add
   ob.select= 1
   er ob.select=1
   ntext.scene.objects.action
   "Selected" + str(modified
   rror ob.select = 0
  bpy.context.selected_obj
  lata.objects[one.name].sel
  int("please select exactl
  -- OPERATOR CLASSES --
    X mirror to the selected
   ject.mirror_mirror_x
```

Budget Costs and Projections

- The Budget will make or break your proposal
- The costs will determine the long-term viability of your project
- Be as detailed and as comprehensive as possible
- People invariably underestimate costs (so readers are often suspicious)
- Support projections with evidence from sources
- Make an effort but rest assured that you are not being judged on your business or accounting skills.
- FYI: financial sections are often required to be submitted sealed and separately.

```
mirror_mod.mirror_object
      ror object to mirror
  peration == "MIRROR_X":
  irror_mod.use_x = True
 mirror_mod.use_y = False
  mirror_mod.use_z = False
  _operation == "MIRROR_Y"
  Irror_mod.use_x = False
  irror_mod.use_y = True
   rror mod.use z = False
In the real world. In your case,
consider adding a contingency
 cost as a percentage.
      ext.scene.objects.action
    "Selected" + str(modified
     rror ob.select = 0
   bpy.context.selected_obj
    ata.objects[one.name].sel
   int("please select exactl
   -- OPERATOR CLASSES --
    ject.mirror_mirror_x
```

Risk Assessment

- Your projections shouldn't be filled with bestcase scenarios
- Budget for contingency costs: price fluctuations, labour cost increases, scheduling delays, legal issues, etc.
- The longer an estimate extends into the future, the greater the likelihood of error

In business they rarely make projections more than three years into the future with any certainty. Multivariate scenarios are virtually impossible to predict with any certainty.

Summary

Introduction



Next Step

Qualifications & Experience

- Only necessary if you or your team/company is going to manage/carry out the proposed project and if your reader is unaware of your abilities
- You need to establish your ability to complete the proposal
- Unless you can convince your readers, the proposal will be rejected (or awarded to someone else)
- You need to provide credentials and/or experience of team members or company:
 - Credentials and experience of the team members
 - Projects completed by company

Summary

Introduction

Proposal

Your Solution

Alternative Solutions

Evaluation Costs

Qualifications

Next Step

Conclusions & Recommendations

- A proposal could be hundreds of pages long. So, the Conclusions and Recommendations bring together the chief findings and recommendations in a convenient endsummary.
- In a proposal, to end persuasively, conclude from all the given facts that your proposal is the most appropriate solution
- Restate key benefits and how certain you are of them
- Do not include new information (that isn't in the body of the report)
- Recommendations are suggestions to put your proposal into action. Be specific.

irror mod ject to

Summary

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Evaluation

Costs

Al Acknowledgement

References

Next Step

Al acknowledgements

- One per team member.
- Don't reproduce your prompts and the result, just describe your AI process in a paragraph or two.

Summary

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Evaluation Costs

Al Acknowledgement
References

Next Step

References

- Include all legitimate sources as references and provide citations in the text
- References create credibility, which is persuasive
- Use the APA or IEEE format (the latter is more common in our field, but not supported in google docs)
- Covered in the next lecture, but there is also a video on D2L on how to create and insert intext citations and a references section
- Both (citations and a reference section) are required.

irror mod ject to

Summary

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Costs

Al Acknowledgement References

Next Step

Appendices

Appendices

- Include any significant additional information that doesn't 'fit' in the report
- Tables, figures, charts and maps may break up the text too much if included in the report
- Summarize these in the report; refer the reader to the appendices in the body of the report

```
mirror_mod.mirror_object
     ror object to mirror
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  rror mod.use y = False
  rror_mod.use_z = True
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    ob.select= 1
   er ob.select=1
   ntext.scene.objects.action
   "Selected" + str(modified
   rror ob.select = 0
  bpy.context.selected_obj
  ata.objects[one.name].se
  int("please select exactl
  -- OPERATOR CLASSES
    ject.mirror_mirror_x
```

Week 6 Summary

- Create the proposal sections; start with the standard proposal headings as your basis (template on the HUB).
- Fill in each section with the information and subheadings specific to your proposal; we'll provide feedback.
- Support your claims with some references (cited in the text); keep track of these sources as you research
- Do a thorough job but rest assured that you won't be punished for what you do not yet know about the conduct of business or standard accounting practices.
- Have some fun; indulge an interest.

```
mirror_object
 peration == "MIRROR_X":
irror_mod.use_x = True
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irror_mod.use_z = False
 _operation == "MIRROR_Y"
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   irror ob.select = 0
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  lata.objects[one.name].sel
 pint("please select exacting
  -- OPERATOR CLASSES ---
    X mirror to the selected
  ject.mirror_mirror_x"
```

Homework for Week 6

ectura

Quizzes 7 and 9 are open, but you have some time before they close.

In the lak

- 1. Provide a link to your shared file in your group proposal folder.
- 2. Create an outline for your proposal
- 3. Indicate in the headings who is chiefly responsible for each section or subsection.
- 4. Start filling the sections with notes and materials, including sources.

```
mirror_object
 peration == "MIRROR_X":
mirror_mod.use_x = True
mirror_mod.use_y = False
mirror_mod.use_z = False
 _operation == "MIRROR_Y"
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 lrror_mod.use_z = False
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  ject.mirror_mirror_x"
```

Questions?

