

APSC 450: PROFESSIONAL ENGINEERING PRACTICE

2017 ASSIGNMENT INSTRUCTIONS – PART 1

Due Beginning of Class on October 19

Purpose: The purpose of this assignment is to create a story that persuades an audience to take an action related a topic that is relevant to the course materials.

Storytelling is one key in effective communication, especially for engineers who frequently deal with abstract concepts that are difficult to understand. This assignment tests your ability to follow a prescribed method, communication ability, and persuasiveness.

Template Instructions: Each student in the class will use the Hollywood story method as described in *Persuasive Communication and Presentation* (found on connect/course content) to complete the *Hollywood story template* (found on connect/Assignment). The template contains instructions in the form of guiding questions on how to fill it out. For further examples, see the lecture and the example template filled out for Steve Jobs's iPhone presentation.

Topic Relevance: You must choose a topic that is relevant to the course. The topic should be something that was mentioned in a lecture, by a guest speaker, in the course syllabus, or relates to a main concept of the course, namely: law as it affects engineers, professionalism or ethics. You have great flexibility in choosing your topic. But, convincing your audience to buy your new amazing product, for example, is not relevant.

Audience: Your audience is the person or persons you wish to persuade to take your recommended action. You will choose your audience according to your topic. There are no limits to who you choose as your audience. It could be your peers, your professor, the Prime Minister, the general public of Canada, etc. I will read your paper, so you are telling me who I am.

Evaluation Criteria: This assignment is out of 10 (and represents 10% of your final grade) and is evaluated as follows:

Did you choose a good topic?.....	2
– Is it relevant?.....	
Did you follow the method?.....	5
– Criteria: Correctly identifying characters, setting, challenge, call to action, key Act II points, etc.	
Were you persuasive?.....	3
– Criteria: do your Act II points support moving from A to B? Does your story make the audience want to take your recommended action?	
Total.....	10

Due Date: This assignment is due at the beginning of class on October 19 in paper copy with your name and student number at the top of the Template. The template should be printed **on a single page single sided**. No cover sheets or any other pages required.