### **Proposal**

**Purpose:** Before starting your project you must first plan it. Then you will create a proposal for your instructor.

**Description:** Before beginning any document you should consider (1) its purpose, (2) context, and (3) your audience.

* Decide on your topic. Please choose something related to your career field or major.
* Read through the information on [Researching Your Audience.](https://writingcommons.org/open-text/genres/professional-business-and-technical-writing/business-writing-in-action/1246-researching-your-audience)and [Audience Analysis.](https://writingcommons.org/open-text/genres/professional-business-and-technical-writing/audience-analysis-primary-secondary-and-hidden-audiences)
* Consider the context that the audience will use your document. Are they high school students deciding on a major in college? Is it someone new to the company that needs to learn a certain procedure? This then will help you decide the genre. Some possible genres for the design project include:
* Tri-fold brochure
* 11x17 Poster (for example a [scientific poster.](https://www.cmu.edu/gcc/handouts/scientific-posters-v2.pdf) for conference or symposium presentation)
* Visual design of a webpage (logo of your design)
* video or audio
* interactive online webpage

**Requirements**:

1- Write a proposal in the form of a memo to your instructor. In it you will identify the purpose of your document that includes:

* the topic
* the key characteristics of your audience
* what genre your project will be
* how you expect your audience to use your project

2- Design your project. Be aware of the following requirements

* Please choose a subject that is related to your major or career field.
* At least one graphic--be sure to [cite source](https://slcc.instructure.com/courses/509926/pages/copyright-fair-use-educational-and-public-domain)!
* Bibliography as necessary (for posters, etc. it can be a separate document)
* Follow the principles of C.R.A.P. For this assignment the design is as important as the content!

### 3- Final Version

**The revised version based on my comments will be submitted as a PDF to your ePortfolio and your instructor will grade it there.**

* [EXAMPLE](https://slcc.instructure.com/courses/509926/files/84976139/download?wrap=1) of a trifold brochure.
* Another [example](https://slcc.instructure.com/courses/509926/files/84976137/download?wrap=1)
* Another [example.](https://kaleygillseportfolio.weebly.com/project-3.html)

**Memorandum**

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| --- | --- |
| To: | Zack Allred |
| From: | Johan Farfan |
| Date: | 3/18/2019 |
| Subject: | Design Project Proposal: An online guide on How to handle Web Application Projects |

**An online guide on How to handle Web Application Projects**

This project will be based on a guide to guide web programmers how to handle complex projects. Usually in carrers different than Civil Engineering or Construction related the importance of project management is underestimated, planification is critical to help to save time and money.

**Audience**

Although “the median age for web developers is 36” (<https://datausa.io/profile/soc/151134/>), by this age they might already have some sort of project management skills, this project was thought to benefit students and starters in the field, so they don’t have to spend years struggling for the lack of ideas or disorders in the management of their projects.

Additionally, according to Stack Overflow, around 70% of all web developers are self taught.

**Genre**

In order to implement and communicate this idea, a fully responsive web page will be created, with organized information contained in different sections for eaf sub topic.

The web page will reflect all the learned principles of C.R.A.P. This, to make an easy navigation of the content, a pleasant user experience and to have an understandable structure.

Furthermore, the web page is intended to be accessible, so it can be used without -or at least as much as possible- limitations by people with certain conditions.

**Expected Outcome**

The idea of all this project is to make undergrad computer science students aware of the importance of project planification, this can also work to show web programmers professionals -whom didn’t have a formal education- how beneficial can be.