

HS7-416: Technical Writing

Project Proposal

Lecture 8

Organisation of topics

- Format and content of proposal document
- Assignment

Proposals: General Aims

- Persuasion
 - Understanding reader's needs: (problem statement)
 - Describing what you plan to do: (approach, procedures,...)
 - Demonstrating your professionalism: (why would it be possible? Work history. Work schedule. evaluation; how would you measure your success?)

Proposal structure

- Summary
- Introduction
- Proposed program
- Qualifications and experience
- Budget (cost only, don't expect money now!)
- Appendixes

Proposal structure: Summary

- Brief
- First impression
- Define the problem (one or two sentences)
- Describe what you want to do
- Why is it feasible (time estimate, experiences...)

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- How would you measure its success (meeting requirements, improving performance, ...)

Proposal structure: Introduction

- Define background:
 - show that you understand the problem, context, ...
- Define problem:
 - be specific
 - quantify

Proposal structure: Proposed program

- What you want to do (and what you've already done)
- Be specific (what techniques, analysis, ...)
- Show familiarity with literature if relevant

Proposal structure: Qualifications and experience

- Work experience, choice of course modules
- Necessary tools and equipment
- Management structure

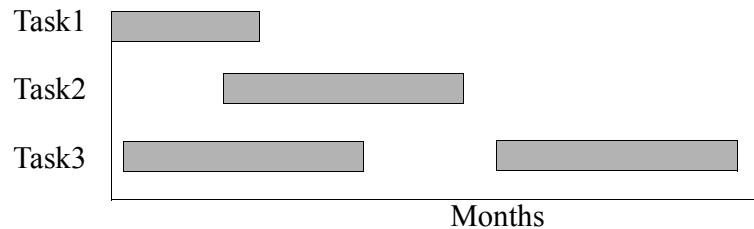
Proposal structure: Budget

- For a professional project
 - direct costs
 - indirect costs
- Academic
 - man's hours

Proposal structure: Appendixes

• Task schedule

- Gantt chart



• Evaluation description

Summary

- Summary
 - problem
 - proposed program
 - qualifications and experience
 - completion date
 - evaluation
- Introduction
 - background
 - problem
- Proposed program
 - citation
 - clear plan of action

- **Qualifications and experience**

- skills and past work of the team
- equipment

- **Appendixes:**

- task schedule
- evaluation techniques

- **Budget (Costs)**

- precise

Assignment

- **Starting in a fortnight**

- **Each groups**

- hand in a project proposal document of about 6 pages (not more than 1500 words)
- give a group presentation about their project proposal: 10 minutes presentation time, 10 minutes questions
- report is marked out of 10: 5 for writing skills, and 5 for technical content

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- presentation is marked out of 15: 5 for presentation skills, 5 for technical content and handling questions, 5 for time management
 - presentation and report weights are 0.5 and 0.5.