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# **HS7-416: Technical Writing**

# **Project Proposal**

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# **Organisation of topics**

- •Format and content of proposal document
- •Assignment

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# **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

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

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# **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...)

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

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# **Proposal structure: Introduction**

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

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# **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

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# Proposal structure: Qualifications and experience

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

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# **Proposal structure: Budget**

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

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# **Proposal structure: Appendixes**

# • Task schedule - Gantt chart Task1 Task2 Task3

Evaluation description

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**Summary** 

## Summary

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

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# •Qualifications and experience

- skills and past work of the team
- equipment
- •Appendixes:
  - task schedule
  - evaluation techniques
- Budget (Costs)
  - precise

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# **Assignment**

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- •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.