

## Proposal Assignment

### Purpose and Goals

This proposal is the first step in your Group *Kickstarter* Project. You will use it to offer a possible product for your group to promote during your Group Project. This is your chance to **convince your group** to choose your idea. Your proposal will **outline your product idea**, including a name for your product, your central argument for the product's usefulness, a detailed description of the product as you imagine it would look and function, your intended audience for this product, and what problems you anticipate encountering. Throughout this memo, you will **explain the feasibility of the product**, meaning how a (rough) prototype can realistically be created within the time allotted and with the resources available.

You will want to **explain each of these components clearly and in as much detail as you can**, and you may include a rough drawing or sketch of the product. The most difficult part of your project will likely be thinking of a topic. If you are having trouble coming up with a topic, you should feel free to talk to friends, coworkers, or family to generate ideas. These can give you a good place to start. **Remember that your product can be simple.**

### Requirements

**Length:** You will write a proposal memo of no less than 400-600 words. *When submitting your **draft**, your proposal should be **at least 400 words** in length and very close to your final draft in content.*

**Secondary Sources:** You should **perform** some basic research to ensure that your product doesn't already exist. If you find something similar, you should include all the citation information needed to find that product.

**Citation:** For the proposal, you **will** cite similar products, and **may** cite information that you used to arrive at your proposed idea. These sources should be cited using **APA formatting**.

**Audience:** Your primary audience is your group mates for your group report. I am your secondary audience, as I will be assessing your proposal.

**Medium:** You will write this proposal in a word processor like Microsoft Office, using memo format and standard APA conventions (single spacing, Times New Roman, 12 pt. font). You will submit a .doc, .docx, or .rtx format file of your draft to the class Scholar site.

**Draft Due Date:** July 17<sup>th</sup> by 11:59pm

### Tips and suggestions

- ❖ The best proposals will use **persuasive** language to effectively convince their readers that this is a feasible, useful project to undertake.
- ❖ This paper will require a great deal of brainstorming. The Writing Center can be very helpful for this.
- ❖ You can visit the Writing Center (Newman Library 2<sup>nd</sup> floor) to have a writing coach conference with you about this assignment. Remember you can make an appointment to brainstorm, to review a finished draft, or to get assistance at any point in between.
- ❖ Waiting until the last minute to try to come up with something will likely result in a poor proposal. One way to go about coming up with ideas is to think about things you use in your daily life and consider ways those products might be improved upon. Your product doesn't have to be amazing or revolutionary. 😊

Assessment

**Content (45%):** You are expected to propose an interesting and sellable product for your group to consider. Your proposal should include detailed information about your proposed product as well as persuasive language that will encourage your group to choose your idea. You will want to include/address each of the aspects listed: product name, central argument for the product's usefulness, detailed description of the product's look and function, intended audience for this product, problems you anticipate encountering, and the overall feasibility of the product for your future assignments. You should present this information clearly and thoroughly so that your group will be able to make an informed decision about which proposed project to pursue.

**Organization and Format (25%):** You are expected to follow the genre conventions for proposals that are discussed in the textbook. Your proposal should include: a working name for your product, a statement of purpose or thesis that states your central support/argument, background information that led you to propose this project, a detailed description of the product as you imagine it currently, your intended audience for this product, and what problems you anticipate encountering. You are permitted but not required to use sub-headings for the sections of your proposal. This proposal should be in memo format with standard APA features.

**Vocabulary (10%):** Because this is a proposal for a topic that you may be unfamiliar with, you may not be as aware of the appropriate language before conducting your research. To communicate well, especially when you are not comfortable with the jargon, you will want to make sure you are using descriptive terms that will help your reader interpret your vision.

**Grammar/Mechanics (10%):** Your proposal should be free of grammatical and mechanical mistakes. Poor proofreading leads your reader to question your dedication to the project as well as your abilities as a group member.

**Draft Submission (10%):** You are expected submit each major assignment as a draft. This draft should meet the minimum requirements for the assignment, but you will have the opportunity to revise this assignment based on instructor feedback.