

Unit 3 ► Writing to Succeed in the World

Deliverables: Résumé, Cover Letter, Peer Review, Brochure, Presentation

Value: 250 points, 25% of overall grade (Résumé and Cover Letter – 100, Peer Review – 25, Brochure – 50, Oral Presentation – 50, Portfolio Presentation – 25)

Due Date: December 6, 2007

At this point in the semester, you have improved your writing in two major areas: creative non-fiction and persuasive/argumentative research. In the process of composing various journals and essays, you hopefully broadened your skills as a writer by writing more complex sentences, advancing your vocabulary, and considering multiple perspectives. You learned the basics of rhetorical theory and the traditional modes of persuasion through ethos, pathos, and logos. You have learned the importance of considering audience and how you alter your language to fit the needs of various readers/audiences. Now it is time to apply these skills to something much more practical in terms of real-world application. For this unit, you will find a job ad for a position for which you hope to someday apply. Considering the modes of persuasion and the need to reach a very specific audience, you will design and tailor a résumé and cover letter to apply for that job. You will then research the company of the job ad and the position for which you are applying. You will design a brochure or fact sheet that provides information about the company and the job description. In a presentation to your peers, you will hand out the brochure/fact sheets and explain both the benefits and drawbacks of the job and the company. For this unit, you will learn and apply the following skills: persuasion, document design, and oral presentation.

Résumé & Cover Letter After finding a job ad for an entry-level position (meaning straight out of college, not CEO of a large corporation) that you think you would like to someday hold in a company, you will tailor a résumé and cover letter to apply for that position. Using document design skills learned in class, you will organize and design a one-page résumé that looks and feels professional. Your organization, style, word choice, and overall design are critical to creating a successful résumé. You will be graded on your ability to persuasively sell yourself by highlighting your skills, your professionalism, and your ability to write and communicate well. Your cover letter will similarly be graded on your ability to sell yourself, highlighting and explaining or expounding what your résumé cannot say. In letter format, and in no more than one page, you will write to the person/company posting the job position. You will need to conduct research on the company and be able to clearly articulate why you are the best candidate for the job and a great fit for the company. The purpose of this assignment is to prepare you for the time (probably near future) when you will actually be applying for jobs. The résumé and cover letter are worth a combined 100 points.

Brochure or Fact Sheet In order to inform your peers, and as a good practice for using a visual aid when giving oral presentations, you will design a brochure or fact sheet that you will distribute to your classmates. The brochure can be designed however you would like (tri-fold, half-fold, no fold, etc.) but must not consist of more than one (1) 8 ½ x 11 piece of paper. You may, and are encouraged to, use both sides of the piece of paper. The content for this brochure will be the information you find out about the company and job position for which you are applying. You may want to include information such as the history and/or description of the company, its product/service, location, community involvement, etc. You will also want to include information about the job position for which you are applying—the skills required, average salary compared to the salary this company is offering, job outlook, related jobs, required travel, etc. You will also be required to include information about how writing (in any form) is or might be used in that profession and how/why good communication skills are necessary. You will be graded on your ability to present useful information in a way that is easy to read and follow and looks professional. The purpose of this assignment is to continue to get you thinking about the audience that you will be addressing in any form of communication. By learning about the company, its history and product/service, and the job in general, you will be better prepared to write and design an effective résumé and cover letter. Also, when creating the brochure, you will be thinking about another audience—your peers—and what they might hope/expect to see in a brochure designed for them. The Brochure is worth 50 points.

Oral Presentation Because you will likely be required to give some kind of oral presentation in your future professions, practice is always useful. For this assignment, you will be assigned a day (November 27, November 29, or December 6) to present the information that you found and included in your brochure/fact sheet. In a presentation lasting about 6 – 8 minutes, you will inform the audience about the job. You will have your brochure as a visual aid, but you are welcome to use any other visual aids as you feel necessary (PowerPoint presentation, charts, pictures, 3-D object, film or sound clip, etc.) You will be graded on your preparation and ability to present information in a professional manner, organized in a way that makes sense. You will need to be enthusiastic and make your information interesting and engaging. You must stay within the time constraints. The Oral Presentation is worth 50 points.

Peer Review A great part of any learning experience involves getting ideas from and sharing with others. On Thursday, November 15, we will have a peer review day where you will be expected to share your rough drafts of your Résumé and Cover Letter with two (2) classmates. On this day you will have a chance to share your document design skills and persuasive letter-writing techniques with others in the class. On a worksheet that I will provide in class, you will be expected to give useful feedback to your peers. Although it is obviously expected that you are respectful when giving comments, it is also expected that the comments give both positive *and* negative feedback. We cannot learn if we are never told what isn't working well. You and your peers will appreciate knowing what is working as well as what needs to be improved. I will be looking for feedback that is specific and useful to your peers. The Peer Review is worth 25 points.

Portfolio Presentation Be careful not to lose any of assignments during the course of the unit as you will be expected to turn them in all at the same time. As a good practice for turning in any combination of professional documents, you will turn in these assignments in a folder with a short explanation, or executive summary, describing the contents of the portfolio.

Refer to the reverse side of this page for the detailed grading rubric and assignment description.

Unit 3 Scoring Standard & Checklist

Résumé & Cover Letter, Peer Review, Brochure, Oral Presentation

Résumé & Cover Letter (100 pts.)	Comments	Score
Résumé <ul style="list-style-type: none"> <input type="checkbox"/> Résumé demonstrates strong document design skills, making good use of white space and the four basic design principles: contrast, repetition, alignment, and proximity <input type="checkbox"/> Organization makes sense for the job for which you are applying and a hierarchy of information is established <input type="checkbox"/> Information included is relevant and useful to build your case. Nothing is included that could possibly distract from your opportunity to get the job (no information about age, sex, religion, background, etc. unless specifically required or useful to you getting the job) <input type="checkbox"/> When including past experience, jobs, education, and volunteer work, you include what skills you obtained from those experiences <input type="checkbox"/> Your contact information is clearly labeled and is complete <input type="checkbox"/> Your choice of words, phrases, active verbs, and overall tone is professional. There are no typos, spelling errors, or any other distracting mistakes Cover Letter <ul style="list-style-type: none"> <input type="checkbox"/> Letter is formatted correctly according to the traditional letter format, is addressed to the employer, and is signed <input type="checkbox"/> Body of the letter includes detailed information about why you fit what the company is looking for. It is obvious that you have researched the company and you clearly explain how you and your experiences will be an asset to the company/organization <input type="checkbox"/> Like the résumé, there is nothing personal included that could possibly distract from your opportunity to get the job <input type="checkbox"/> Letter is no longer than one (1) page and is free of spelling, grammatical, mechanical, and document design errors 		
Brochure or Fact Sheet (50 pts.)	Comments	Score
Content <ul style="list-style-type: none"> <input type="checkbox"/> Provides information about a company and a job position within that company or similar companies. Includes some of the following, but is not limited to: company history and info, job description, skills required, average salary, job outlook, and so forth <input type="checkbox"/> Includes a section that describes how writing is used (in any form) in that profession and why/how good communication skills are necessary <input type="checkbox"/> Is organized in a way that is easy for the readers to follow <input type="checkbox"/> Is addressed to an audience of peers (college students) Design <ul style="list-style-type: none"> <input type="checkbox"/> Is professionally designed and demonstrates strong document design skills. Is no longer than 1 page, but can be in tri-fold, half-fold, or no fold format (or any other, according to preference) but can use both sides of a page 		
Oral Presentation (50 pts.)	Comments	Score
Content <ul style="list-style-type: none"> <input type="checkbox"/> Preparation is obvious—no distracting ad-libbing or off-topic monologues <input type="checkbox"/> Is informative, engaging, and shows enthusiasm. Covers information discussed in class <input type="checkbox"/> Keeps within the time limit—6 – 8 minutes 		
Peer Review (25 pts.)	Comments	Score
Content <ul style="list-style-type: none"> <input type="checkbox"/> A draft of the résumé/cover letter is on time <input type="checkbox"/> Both sides of the peer review are completely filled out <input type="checkbox"/> Comments given to your peers are courteous and show respect <input type="checkbox"/> Both positive and negative feedback is given 		
Portfolio Presentation & Executive Summary (25 pts.)	Comments	Score
<ul style="list-style-type: none"> <input type="checkbox"/> All assignments are included and bound in a clean, professional folder, placed in the order assigned in class <input type="checkbox"/> Includes a short (1 -3 paragraph) description at the front that contextualizes each of the documents 		