Checkpoints

Contents Considerations

Introduction
- Statement of the memo’s purpose
- Statement of the e-portfolio’s purpose
- Forecast of proposal’s contents

Discussion of Planning Research
- Audience analysis (primary and secondary)
- Comparison to at least two websites with similar purposes and audiences
- Report of interview with senior technical communication student (optional, but recommended)

Content Plans
- Website content and description of project feature set
- Plans for content acquisition and revision and project constraints
- Gantt chart, including specific learning objectives and production schedule

Website Design Plans
- Theme and style
- Site architecture and screen diagrams
- Management plan

Design Considerations
- Memo format addressed to instructor
- No more than 5 single-spaced pages in length
- One-inch margins
- Headers and/or footers on all pages after page 1 (Include page number and last name)
- Effective use of headings and subheadings
- Effective use of bulleted and numbering, as needed
- Effective use of tables, diagrams, charts, as needed

Writing Considerations
- Effective writing style
- Few, if any, spelling, mechanical, or grammatical mistakes