🡪 This is the second ½ of your final project.

🡪 Note: This is a fully-formed and complete project format.

🡪 Your project format will vary from your peers based on your topic.

🡪 Your project format will solve the problems/gaps from your Project

 Research and provide details of the solution in full.

🡪 Personal pronouns (I, me, my, you, your) are permitted in the project

 format.

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Guidelines for your project format:**

- Structure your detailed paper using the attached “**Project Components”** template as a guide for your chosen format.

- Show resolution to the problems from your Project Research.

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* Include a preview and goals for the contents/agenda.
* Start with a brief summary of the problems at the beginning of the format so your audience understands the purpose of the project.
* Provide research from all three Minors that contributed to solving the problems.
* Integrate all three disciplines into the project using source citations and applicable supplemental materials.
* Create original materials for use by your audience (could be activities, handouts, forms, analyses, flyers, evaluations, etc.)
* Pay attention to the visual aspects of the project; make sure the media/visuals used are organized, readable, functional, and appeal to the audience.
* Include a summary that reviews your solution at the end of the format.
* The writing should be professional and devoid of stylistic, grammar, and mechanical errors, with appropriate paragraphs.

**PROJECT COMPONENTS**

**WORKSHOP**

* Title page
* Agenda
* Bio of presenter
* Preview of points
* Purpose of workshop (problems)
* PP slides with notes & citations
* Activities & handouts
* Review of points

*If you choose a PowerPoint format, you will create the slides, & under each slide write out the verbal notes with citations you would say about each slide in bullet form. If you handed this to me I could give your workshop because everything would be detailed.*

**EVENT or PROGRAM PROPOSAL**

* Title page
* Intro/Goals—rationale summary
* Agenda or Table of Contents
* Location—days/times (if event)
* Logistics (how/when things get done)
* Budget/Funds needed (chart)
* Equipment/Supplies needed
* Staff needed
* Activities/curriculum
* Marketing/advertisement samples
* Evaluation & follow-up

*Each section should be detailed with appropriate research, data, charts, etc. You may use some of the same research you used in the Project Research.*

**GUIDEBOOK**

* Title page
* Preface/How to Use this Guidebook
* Foreword/Author BIO
* Table of Contents
* Overview/Background of topic
* Chapters
* End page

*Looking at other published guidebooks is helpful to see how they are written to the audience, how they are organized, and how they look visually. A wordy guidebook of solid text with little spacing and no pictures will not entice a reader. Make it simple and fun! Don’t forget your cited sources.*

**BUSINESS CONCEPT**

* Executive Summary
* Company Description
* (Possible) Product Description
* Market Analysis
* Competitors
* Financing the Business
* Management Plan
* E-commerce & Advertising Strategies
* Evaluation

*Each section should be rich with detail and cited research/data.* ***Market Analysis*** *is an involved section of thoroughly analyzing your potential consumer base****. E-commerce & Advertising*** *should show actual examples you created for your business.* ***Evaluation*** *should show the exact way you plan to determine “success.”*

***Note: You may add/subtract elements based on your topic.***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Grading Rubric** | **Inadequate****(0)** | **Needs Significant Improvement****(1)** | **Needs Minimal Improvement****(2)** | **Meets Expectations****(3)** | **Exceeds Expectations****(4)** |
| The author provided a brief “**summary” of the problems (a project rationale)** at the beginning of the format.  |  |  |  |  |  |
| The author **successfully solved the problems** as detailed in the **Purpose** section of the project.  |  |  |  |  |  |
| The author utilized appropriate **“Project Components”** as related to his/her chosen format (including a **Preview, Review**, and **Goals/Agenda or TOC**.) |  |  |  |  |  |
| The author provided copious **original materials** based on **research** as related to his/her chosen format. |  |  |  |  |  |
| The author **integrated concepts, principles and theories** from **all three disciplinary specialties** and **cited useful sources** from **each** discipline. |  |  |  |  |  |
| The author provided a **sufficient number of sources from each minor** to **solve the problems.** |  |  |  |  |  |
| The project format is **visually engaging, functional, and appropriate** for use by the audience. |  |  |  |  |  |
| The author provided **sufficient overall detail in the completed format** as necessary for the second half of the project. |  |  |  |  |  |
| The project format is **written clearly**, in format and language appropriate to an academic/professional context. The proposal is **devoid of stylistic, mechanical and grammatical errors and has appropriate paragraphing.** |  |  |  |  |  |

**Average: Points conversion:**