

UNIT 9 ASSIGNMENT REQUIREMENTS & RUBRIC

REQUIREMENTS

For your Unit 9 Assignment, you will be developing a tutorial describing how to complete a task or process. Your tutorial will need to meet the needs and expectations of a specific audience, rather than a large or general audience. Although you can choose the topic of your tutorial, avoid overly simple tasks (e.g., “how to tie your shoes” or listing a cooking recipe), as these topics will not fully illustrate all the technical communication skills you have developed thus far. Furthermore, choose a topic that you are already familiar with and does not rely on text/research from other sources.

Review the following list of sample topics to help you with your brainstorming process. You are not limited to the topics on this list, but you should choose a topic that is similar in complexity to the sample topics.

- Making a self-watering container for small plants
- Creating a video with *PowerPoint®* and *Windows® Movie Maker®*
- Refinishing an old armoire
- Training for a half-marathon
- Using photo-editing software to make a conference poster presentation
- Repairing a broken USB flash drive
- Setting up a campsite for a family of four
- Creating a personal blog using *WordPress ©*

The content of the tutorial must take the form of either an original slide presentation (e.g., *PowerPoint®* or *Prezi©*) or video. The length of the tutorial is dependent on audience needs, as you will need to make sure the content is detailed enough for the audience to successfully complete the described process. Minimally, though, the tutorial should describe a process with at least seven steps. The following requirements must also be met:

- The tutorial must have engaging, helpful, and consistent design through color, font, and layout.
- The tutorial must consist of at least **12 slides**, if a slide presentation; or, be at least **twominutes long**, if a video.
- At least two, relevant graphics must be provided in the tutorial; if you did not create the graphic yourself, then it must be cited in APA citation format. All graphics need to be labeled.
- The presentation must have the following content: an introduction; a description of the process; and a conclusion. Consider including a list of necessary materials and relevant warnings/risks to further help the audience.
- The description of the process must go beyond a set of instructions, and provide insights that give an original and insightful perspective of the process.

- All text in the tutorial should follow Standard American English rules for grammar, punctuation, and word choice.

All text representing ideas from a source and graphics you did not create must be cited in APA format; this includes in-text citations and a references page with full-citations. Failing to cite information paraphrased, summarized, or directly from a source is a form of plagiarism and subject to the consequences noted in university's policy on plagiarism. Choosing a topic that you are familiar with will help avoid the need for outside research in the project.

RUBRIC

Outcome 2: Digital Media Tutorial	Points Possible	Points Earned
Content: <ul style="list-style-type: none"> • The tutorial demonstrates an understanding of technical writing concepts that make the content clear, concise, accurate, and audience appropriate • Content is insightful and easy to follow from the identified audience's perspective • Content is original and shows the writer's unique point-of-view on the process being explained • It is either a slide presentation with at least 12 slides or a minimum of two-minute video • Effectively leverages the strengths of the chosen digital media tool to convey information and engage interest • Contains the required content of an introduction, description of the process, and a conclusion, along with any other relevant information (e.g., list of materials, glossary, warnings) • The tutorial explains a process consisting of at least seven steps 	150	
Design and organization: <ul style="list-style-type: none"> • Content is well-organized • Transition words and phrases are used appropriately • Effectively uses color, layout, font, and other design features to engage interest and clarify points • Includes at least two relevant and appropriate graphics • Graphics are labeled • If audio narration is provided, then the audio is clear and wellpaced 	40	

Style and Mechanics: <ul style="list-style-type: none"> Follows Standard American English guidelines, whether in text or audio narrative The tone and style of the writing and document format is appropriate for the identified audience Ideas and graphics from sources are accurately cited in APA 6th edition format with both in-text citations and references 	10	
Plagiarism is a violation of the academic integrity policy. Assignments that are plagiarized will receive a “0.”		
Total	200	