# LMC 3403, Unit 1 Major Assignment: Managing Complexity



In our previous class, I defined technical communication as, "Technical communication is the management of complexity with process-driven communication created, tested, and revised for a specific audience."

In your first major assignment in our technical communication course, your task is to write a proposal for managing any kind of complexity that you identify around campus or in the local area with a technical communication-based deliverable. For example, your proposed deliverable could be a set of instructions, a website, an educational video, a radio ad, an informative sign, an infographic, a multimodal ad campaign, a program, a web app, etc. You will write a formal proposal memorandum that argues for the creation of one of these deliverables. *You do not have to create the proposed deliverable.*

Your audience will be the school, organization, business, or community that will have the decision-making authority to choose whether or not to implement your proposal.

Your proposal should contain the major components identified on page 487 of *Technical Communication*, namely:

- Introduction
- Problem
- Objectives
- Solution
- Method
- Resources
- Schedule
- Qualifications
- Costs

You may use the model on *TC* page 499-503 as a model and refer to the "Revising Proposals" checklist on pages 504-506.

Use your imagination and creativity to respond to the different components of the proposal. For this project, you do not need to do any outside research other than make simple observations and include concrete explanations and educated guesses. Consider how your responses will be persuasive to your audience.

We will return to these proposals later in the semester for Unit 4: Service-Learning Research Project. Of course, you do not have to use this proposal that you are writing for this assignment, but I do want you to use this assignment to begin thinking about the complexity all around us and how you might manage that complexity with a technical communication document.

You may use any supporting graphics or photos that you own. These are not necessary, but they might be useful for making your proposal more persuasive if the complexity of the problem that your proposal addresses can be easily seen or its solution should be illustrated.

Your proposal should be between 3-6 pages. However, this does not mean that every 3 page proposal or every 6 page proposal will receive a good grade. Refer to the programmatic grading rubric linked from the syllabus. In particular, I will question these things in your proposal:

- Is some form of complexity being managed by this proposal?
- Is it aimed at its intended audience?
- Is it persuasive?

We will have time to workshop your proposals during class on Wednesday, August 28. You should bribe your friends outside of class to read and comment on your proposal, too. Having feedback from multiple sources will not only help you craft the most effective proposal (strategic) but it will also help you create the most polished proposal (tactical).

**Your proposal is due on T-Square before class on Friday, August 30. Upload your proposal as a Word docx file and name it following this convention: lastname-firstname-unit1.docx (e.g., ellis-jason-unit1.docx).**