

Proposal and Timeline
Client Service Project

The Problem:

- We need a document which summarizes the course content of an English concentration. Our primary audience is degree seeking students in the English major. There's a wide variety of people within this umbrella, but they all likely value these main things:
 - Simplicity, (the document should be simple and clear)
 - Usability, (the documents information should flow)
 - and Accuracy (the documents information should be correct)
- They are likely stressed, and don't know exactly what's happening or going on; they need guidance and a rule (that is in the sense of a measure) to follow.
- Our secondary audience/stakeholders need for the document to be a little bit templated: as the program develops the document should/could be revised to reflect developments.

Project Plan:

- I plan to create some sort of document which outlines the timeline of the degree, and which courses are offered during which semester. I'll use the 4-year plan as a template and go from there. I think it's important to note the differences of the education concentration from other majors and what's set in stone and required (i.e. No option D requirement, VCLA, placement/background check information, time-sensitive courses, etc.).
- To specify classes offered only in Spring/Fall I was thinking about using either a graphic marker (colored text, a symbol [leaf for Autumn, flower for Spring], or alignment (two columns, one for Spring and one for Autumn, but then there's the problem of *which* classes are offered *only* in which semester. I think I may show that by using textual differences (classes offered only in that semester being put into bold, or a different font).
- I have InDesign and Word on my laptop and can access them at any time. I also have all of the course information I need from Prof. Weddington, the rest is gathering assets and deciding how best to present the information.

Justification:

- The document should have everything that I wish was clear when I was in the Education Program. I changed to Journalism because of scheduling conflicts (classes offered waaaay too late for me) and I think if students knew what lay ahead of them on the path, we could increase retention and maintain interest.
- I want to make everything clear, concise, and accurate. Thankfully accuracy is accounted for already, and the rest is up to me to define and narrow as I see fit.
- The 4-year plan is a basic place to start from, and using it as a template from which to build on will allow me to demonstrate what's set in stone. For example, the plan may have Engl 335 in the spring of Junior year, but this class isn't required for that time, nor is it a prerequisite or corequisite class. Defining which classes are time sensitive, co or prerequisites will help give reasoning to the perceived madness of a basic 4 year plan.

Timeline:

- Due to personal circumstances my timeline is a little crunched, but I think this general timeline will give me the flexibility to make what I need to make.

- Collection of Assets: Nov. 2 - Nov. 7
 - Collecting the information I'll need and whittling it down to where I need it, or expanding it to include everything I need. In this time I plan to draw some mock-ups for information flow, particularly some based off of what we discussed in class on Monday.
- Initial Drafting (Including parsing down information): Nov. 7 - Nov 15
 - Initial drafting will probably be done along with the collection of assets. Normally my initial drafting coincides with asset collection, as I'm able to better imagine what I need as I gather more, and then make changes to each. However, I want to get my rough draft complete and have a working document ready for usability testing by the 15th. I have a retreat that weekend and won't be able to work on the draft, so I'm giving myself some grace in this period.
- Usability Testing: Nov. 16- 20.
 - I think testing in the later part of that week and into the weekend will allow me to get an idea of what works and what doesn't. I have some friends I'll ask to look over it, as well as family. And hopefully we'll be doing things in class to help with this as well.
- Thanksgiving break will occur after this and I'm going to take this break (generally) seriously!
- I hope to have the final draft completed by the end of Thanksgiving break, and ready to go once we get back.
- I don't know what you want our general timeline to look like, and what we'll be doing as or in class as things are in flux, but I think I'll be able to get a solid, final document completed before/around the start of December.