



Résumé Portfolio

25% of course grade || final drafts due by midnight, June 6th

Throughout this semester, you have been reading, analyzing, and responding to issues of technical and professional writing. These issues have, thus far, included understanding the rhetorical situation (audience, purpose, text) and its role in the production of various communications through design, layout, visual appeal, ethical considerations, usability, and document genre. Now, you are asked to apply these concepts to the résumé portfolio.

PROJECT GOALS

Instruction in Technical and Professional Writing is concentrated around five core-concepts, which provide students with the theoretical foundations needed to analyze workplace practices and develop documentation (print and digital) for a variety of communication situations. These core concepts include:

- Rhetorical Analysis - write for a range of defined audiences and stakeholders
- Document Design - make rhetorical design decisions about workplace documents implementing design principles of font, format and layout
- Editing for Clarity & Conciseness - Draft, research, test, and revise visual designs and information architecture
- Genres of Workplace Writing - understand and adapt to genre conventions and audience expectations
- Workplace Practices & Collaboration - Understand, develop and deploy various strategies for planning, researching, drafting, revising, and editing documents both individually and collaboratively

PROJECT DELIVERABLES

- Job ad analysis – using your skills in rhetorical analysis (see chapter 1 of your textbook) and of researching and evaluating sources (chapter 6), locate a job ad or internship and follow the guidelines on the job ad analysis [form](#).
- Application cover letter – the job application letter is as critical to your efforts to secure a job as the résumé itself. Your letter should be no longer than one or two pages (one is preferable in most cases), following the principles and samples discussed in chapter 13, and the information on job application cover letters in chapter 14 (pp. 425-427). Your letter should be context-specific and should contain the required five parts (heading, greeting, opening, persuasion, closing) as discussed in your text.
- Résumé - It is critical that you shape your résumé to the specific job or internship you have chosen to apply for (that it is suited to the context), so be sure to include only the relevant aspects of your professional experience. Also, your writing needs to be error-free, concise, and presented in an easily readable format. **Draft due for peer review: Thursday, June 3, 2010.** Peer reviews will be completed in class on June 3rd. Your résumé draft should be posted to the correct discussion forum as a PDF attachment with a message that explains the nature of the

attachment and invites peer feedback. Read these [directions for converting your documents to PDF format](#) if you have any questions about the process.

- **Project assessment (reflection)** - your 500-word project assessment document should answer most of the following questions, each of which is tied to the major goals of the assignment:
 - *Rhetorical analysis* – How did the particular job you applied for affect how you wrote your letter? Did it change or affect how you presented yourself? How did applying for this position help you understand aspects of your experience you might need to develop more?
 - *Document design* – What is the most effective aspect of your deliverables in terms of presentation or design? Have you deliberately adapted a standard form in an unusual or creative way? If so, why?
 - *Editing for clarity and conciseness* – What was the most challenging document to produce and why? Briefly describe and explain one of the significant revisions you made to this document after your initial draft.
 - *Genres of workplace writing* – What genres for each deliverable did you select? Why?
 - *Workplace practices and collaboration* – How well did you plan your work on this project? What might you have done differently? What was one way that peer feedback helped you improve your work? How did responding to the work of others help you improve your own work?

GRADING

The Résumé portfolio is worth 25% of your course grade. The breakdown for each of its components is as follows:

- Job Ad Analysis (20%)
- Application Cover Letter (30%)
- Résumé (30%)
- Project Assessment Document (20%)

GRADING CRITERIA

When grading your project, I will pay particular attention to see whether you have effectively adapted your documents to the job for which you have applied. Your writing will need to be precise, accurate, and well-suited to the context (the job/field) and to the rhetorical occasion (in terms of tone, style, and content). In this case, a generic, catchall résumé and cover letter will not satisfy the requirements of the project.

SUBMITTING YOUR WORK AND GETTING CREDIT

All four documents must be submitted as PDF files in a single submission (multiple document attachments are permitted in each submission) to the appropriate drop box no later than midnight, Sunday, June 6th.

Attention: Make sure you use appropriate file naming conventions for each document. For example, your résumé should be: lastname_resume.pdf (using your own last name, of course).