# Transcript: C768 task 1 Tips with Joe Barnhart

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|  | The following transcript is a verbatim account of the video or audio file accompanying this transcript.  |

## [Opening music with voiceover]

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## Speaker (Joe Barnhart):

Hello. Joe Barnhart here, one of the course instructors for the 768 Comm course, here to provide you with some information about how to get going on the first task of this 768 course.

Before you begin, you need to go to the course of study and go to the course tips area off to the right and locate the "Getting Started" section and that'll lead you to a Google site, which provides you with access to some extra resources. Those extra resources are very important as they provide clarity and details about what you should be writing for the two tasks. Don't start this course without having those resources.

There are two tip documents, one for each task, as well as the recorded video. Don't start the course without those, it's very important.

Task one, what do you need to do?

Task one should be basically four pages. Now, what you're supposed to do is come up with a scenario for a company or organization, non-profit group, where you're going to provide an IT solution. This could relate to task two. You might want to look ahead real quickly, the scenario was the Seamus Company, which is a paper-based book publishing company, and they want a solution that helped them start using more emerging technologies. Look ahead because you might be able to duplicate or at least use some of the material from task one to assist you with task two.

Back to task one, so you're going to come up with a scenario that's going to be an IT solution for some client or stakeholder, organization, company. The best way to go after finding the solution is to think about what you have, expertise in. Something in your degree emphasis might be a good choice as well. Think about that, come up with something that you feel comfortable writing about rather than picking something that you have no experience or understanding, that'll just take a lot more time to research. Task one should be around four pages, so this is not a very lengthy assignment. You create two artifacts and then describe how you created those artifacts. The first part of this is written as if you were an employee with this client or stakeholder. The last two sections are written as a WGU Student.

Let's look at the two artifacts that you're expected to create. The first one is an e-mail or a memo. Now again, your tip document will provide better information about specifically what should be in these two examples, the artifacts that you're creating, but the e-mail or memo that you're going to write to the first audience, which is an executive group. You need to draft this created so it looks like either an e-mail or a memo. In other words, the headings should align with what that particular type of document looks like. Also, check the tip document because it'll tell you specifically what type of details you want to put into that e-mail or memo. Not very long, one-page, language should be concise, not a lot of extra filler, but you need to cover the points presented in the tip document.

All right, so that's the first artifact you create.

Second artifact is what we call a fact sheet.

Think of this as something that you'd walk into a meeting with some of your fellow employees and they're going to be assisting you with this project and you're pitching them on the idea of what this project is. It's going to be a single page flyer. For this one, you need to include at least two graphics. The graphics can be downloaded, copied off of the internet. If you do that, you need to make sure you cite the source and that's typically done underneath the graphic using an APA figure citation, which is not very complicated. You might look that up, I believe there's also an example in the tip document.

I like to see maybe a three-column layout, which is pretty easy to do in Microsoft Word. Really all you have to do is just write up your material, "Block" that material, and then go up and say you want three columns and it'll throw it into a three-column layout. Make sure that each column that you're going to do that or however you put it together, make sure you address the three sub-topics.

* What it is that you're describing? What is this solution?
* What are the benefits of it for being implemented?
* What are the phases of implementation?

Those are the three subtopics that you need to cover in your fact sheet. One page, so it doesn't have to be a lot of material, you need at least two graphics.

Those are the two artifacts.

Again, you're writing that from an employee standpoint. This is how I'm trying to sell these things to the executive group, which is the first audience, or by a group of co-workers, which is the second audience with memos, the first group actually is the second group.

Now, Section C and Section D. Section C is where you describe what you did for the writing process. There are three different subtopics that relate to that. How you planned for it, how you drafted it, and how you revised it. The crucial thing here is that you make sure you write that for each of the two artifacts that you created. Well, so in other words, how did you plan for the memo? How did you draft it? How did you revise it? Next part, how did you plan for the fact sheet? How did you draft it? How did you revise it?

Now, if you just threw something together, I guess you could say that in this, or you could write that in your document, but it made might be better if you elaborate a little bit, make it sound like you actually did something a little more extensive.

There are some sections in the learning resources that would enhance this part, Section C. Look at the tip document, it'll identify what sections in the learning resource to read. Don't read the whole thing, you don't need to do that. Section C, again, written from the standpoint of a WGU student, how did I complete my two artifacts? That's what you're looking for. Doesn't have to be lengthy, one page is more than sufficient to cover both artifact A, artifact B, you don't need more than one page.

Last section, Section D. Here you're going to analyze a little bit about the audiences, the executive group, and your coworkers. You'll find that there're five attributes listed.

Again, check the tip document. What you're going to do with each attribute, and this is very straightforward, and it doesn't have to be a lot of material, but you need to make sure you cover these. You're going to identify a characteristic of that attribute and then how that characteristic affected the way you created the document. Pretty straightforward again. You're going to want to, for the first one would be knowledge of subject.

Let's take the executive group.

The knowledge of subject, the characteristic might be that the executive group has a fairly limited knowledge of the IT solution that I presented. Now, how did that affect the way that you created the artifact? Well, I can put in there that because of that, I did not want to use very complex terms, esoteric terms. I wanted to explain this stuff very simply so that the executive group could understand the points I was trying to make.

Remember, there's an attribute, five of them. You're going to do an attribute, you're going to do a characteristic for that attribute and then you're going to do how that characteristic affected the way you created the document. You do that for the first five attributes for audience one, again, which is the executive group and then you do it again for audience two, which is your cohorts. You're going to have the same five attributes, but the characteristics and the way it affected the document might be a little bit different.

Now, sources, don't use any, don't cite any if you can help it. That means don't quote or paraphrase any material. Just make sure you write all your own material, then you won't have to worry about the sources section. If you use graphics in your facts sheet that you borrowed from the Internet, make sure you use the figure APA citations that go below your image.

That's pretty much it for task one.

If you have questions or need help, obviously, go to your course instructor. They're glad to review drafts, glad to give you assistance if you have questions. I will be also doing one of these for task two, so you could look for that audio file as well.

Have a great day, take care.

## [Closing music with voiceover]

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