Introduction to Genres

Project Overview/Proposal

'Genres'

Project Overview/Proposal

Case Study

Progress Report

Research Paper

Executive Summary

Project Overview

More typical to corporate/government work.

Description of a project before work begins.

Who? What and Where? Why? How will you do it? How do you know that you are done?

Project Overview

MANY templates/examples available online, a fair number of styles to choose from.

An overview is descriptive and a guide - something to refer to during the project to check and see if it is on track.

Criteria for success, risks, assumptions

Project Overview

Clear

Brief

Well-organized

Thoughtful

Accurate

General Template

Title - something catchy
Who?
Introduction - 1 sentence
Opportunity/Problem Statement
Business Case Justification
Goals and Objective
Criteria for Success
Risks
Assumptions

Project Proposal

Brevity is not an issue

What? Why? How?

Project Proposal

A proposal is an argument.

Justification not only for the work, but for the person doing the work.

Demonstration of knowledge and the importance of the research.

General Template

Title
Introduction/Summary
Context (lit. review)
Project Plan
Budget (not for us)
Significance
Bibliography

Criteria for Evaluation

Effectiveness
Style and Language
Audience
Genre Appropriateness
Rhetoric/Logic/Argument
Organization/Structure
Evidence