

# Project 2: Recommendation Report

## Overview

Knowing how to pull together research and rhetoric into a convincing argument is key to success in many technical workplaces. In this project, you will be doing research on the amusement park business, local market needs, and audience interests in order to recommend (or propose) a type of theme park, a location for it, and any other elements you feel might be important.

## Assignment

We're proposing a theme park in Utah County! You've created personas for some potential audiences. Now it's time to write to those audiences (and others) to make a proposal and some recommendations. Your task is to research and communicate important information that can make your proposal and recommendations more convincing.

Your **primary audience** should be some decision-making body (government, chamber of commerce, etc.), but you should also keep in mind the values, attitudes, and priorities of other potential stakeholders (residents, local businesses, etc.).

Your report should engage with **data** in several ways. Some data you might consider:

- Market data (about theme park cost and profitability, location, etc.)
- Demographic data
- Customer data
- Any other relevant (and convincing) data about theme parks, theme park design, etc. that might make your recommendations more effective.

This could be data that is freely available, data that is found in an already-produced chart or graph, or data from research articles or reports that discuss and analyze data sets related to your topic. The goal here is to learn to research and convey data-rich information effectively. Your report should use this data to convincing effect.

To be effective, your report will need to engage with research. This includes drawing from at least 7 **reliable secondary sources** and at least 1 source of **primary research**. Your primary research is something you will conduct yourself through an interview, observations, or photographic documentation. Your research should be synthesized together smoothly into your report.

Your report should meet the following criteria:

- The writing is effectively aimed at a primary **audience** of decision-makers in Utah County, with consideration for other audiences as well.
- It should include at least **two visual representations of data** to illustrate your points. The data points should also be discussed in the content of the report.

- It should include **other visual elements** (illustrations, headings, design, etc.) to make it a professional-looking document and not just a wall of text.
- Your report should include the following **sections**: Table of Contents, Executive Summary, Introduction, Conclusion, and References. The rest of the sections are up to you.
- A total of at least 7 **reliable secondary sources**. At least two of these should be peer-reviewed sources found through the Fulton Library or Google Scholar.
- Information from at least one **primary source**. This information could come from an interview, observations, photographic documentation (from pictures you took yourself).
- **Citations** and the reference page should be in APA style.
- It should run **3-5 single-spaced pages** (not including a References page). Your font should not be larger than 12. You are welcome to either indent paragraphs or put spaces between them (but I don't recommend doing both).

The goal here is to write a report that convincingly proposes a theme park in Utah County with recommendations about the specifics. Your specifics are up to you—you can suggest a theme, types of rides, division of "lands" within the park, types of employees, etc. I'm leaving the specifics broad because I want you to be creative!

Your report can be formatted how you would like, but it should incorporate design principles to look professional. You should upload the completed report to Canvas as a pdf file when complete.

### Deliverables and Due Dates

- **Recommendation Report (200 points)**
  - A 3-5 single-spaced report that meets the criteria above.
- **Rough Draft of Recommendation Report due February 18 before class:** upload draft to Canvas.
  - **Note:** This can be a Word document. Your design elements do not need to be complete here, but you should at least have the full, written draft.
- **Final Draft of Recommendation Report due Wednesday February 21 before start of class**

## Rubric

The assignment will be scored per the criteria below.

	Advanced	Proficient	Developing	Underdeveloped
Audience and Content (60 pts)	<p>The report clearly outlines a need, describes several potential recommendations, and suggests the best course of action.</p> <p>The report is written for an audience of decision makers. The report also takes into consideration other audiences.</p> <p>Claims are backed up by concrete evidence, which clearly explain and validate the claims (ie, they do not make the reader connect the dots).</p> <p>54-60 pts</p>	<p>The report outlines a need and describes potential recommendations, and suggests a course of action, though it may be less clear.</p> <p>The report is written for a clear audience of decision makers and takes other audiences into account, but there may be occasional lapses.</p> <p>Claims are backed up by evidence, though there may be inconsistency in thoroughness.</p> <p>48-53 pts</p>	<p>Report may imply a need but not clearly state it. Only one potential recommendation is made.</p> <p>Report is written for a general audience rather than a specific one. Little consideration made for other audiences.</p> <p>Claims are made and some evidence is given, but the connection between claims and evidence may be less clear.</p> <p>42-47 pts</p>	<p>No need is discussed, and proposal or recommendations are unclear or absent.</p> <p>Audience is unclear or inappropriate.</p> <p>Claims are unsupported by evidence or lacking completely.</p> <p>41-0 pts</p>
Data (50 pts)	<p>The report uses at least 2 visual representations of data to reinforce its points. The data is also discussed in the content of the report. Data points effectively illustrate, clarify, or otherwise support the discussion of the report.</p> <p>Data visualizations are effectively placed and are well integrated into the report.</p> <p>Data visualizations follow design principles of balance, alignment, grouping, consistency, &amp; contrast. Visualizations are appropriately labeled as figures or tables.</p> <p>50-45 pts</p>	<p>The report uses at least 2 visual representations of data to reinforce its points. The data is also discussed in the content of the report. The data points chosen illustrate, clarify, or otherwise support the discussion, though there may be inconsistencies.</p> <p>Placement and integration of the visualizations is generally strong, though there may be inconsistencies.</p> <p>Visualizations follow design principles, though some lapses may be present. Visualizations are appropriately labeled.</p> <p>44-40 pts</p>	<p>The report uses at least 2 visual representations, though data may not be discussed as thoroughly in the report.</p> <p>Placement and integration of the visualizations is only tangentially related to the report, though it does relate.</p> <p>Visualizations follow design principles, with frequent lapses. Visualizations may not be labeled.</p> <p>39-35 pts</p>	<p>The report uses fewer than 2 visual representations or does not discuss data at all.</p> <p>Placement of visualizations does not make sense in the context of the report.</p> <p>Visualizations are difficult to understand due to design issues, or they are not labeled.</p> <p>34-0 pts</p>
Research (40 pts)	<p>Report effectively synthesizes research by discussing, comparing, contrasting, and relating at least 7 reliable secondary sources and 1 primary source. At least 2 of the secondary sources are peer-reviewed.</p>	<p>Report synthesizes research from at least 6 reliable secondary sources and 1 primary source. At least 2 of the secondary sources are peer-reviewed.</p> <p>All research is cited according to APA style and report includes a References</p>	<p>Report uses research from at least 5 reliable secondary sources and 1 primary source. The relationship of the research to the report is frequently inconsistent. Little synthesis or discussion is done.</p>	<p>Report uses research from fewer than 5 sources or does not include primary research.</p> <p>Research may not relate to the rest of the report, or the</p>

	<p>All research is effectively cited according to APA style and report includes a References section.</p> <p>40-36 pts</p>	<p>section. Some errors may be present.</p> <p>35-32 pts</p>	<p>All research is cited according to APA style and report includes a References section. Frequent errors may be present.</p> <p>31-28 pts</p>	<p>report may not make the connection clear.</p> <p>Research may not be cited, or citation errors may be so frequent that it is difficult to see where information came from.</p> <p>27-0 pts</p> <p><b>Note: Failure to cite sources may result in a failing score for the report.</b></p>
<p>Organization and Design (30 pts)</p>	<p>Report includes a Table of Contents, an Executive Summary, an Introduction, and a Conclusion. Other sections are organized in a way that groups similar ideas together and progresses the argument toward a conclusion.</p> <p>Sections of the report include headings and subheadings.</p> <p>Pages and images follow design principles of balance, alignment, grouping, consistency, &amp; contrast.</p> <p>30-27 pts</p>	<p>Report includes required sections mentioned in Advanced column. Other sections are included, though organization of them may have some inconsistencies.</p> <p>Sections of the report include headings and subheadings.</p> <p>Pages and images follow design principles, with some inconsistencies.</p> <p>26-24 pts</p>	<p>Report includes required sections mentioned in the Advanced column. Remaining content may not be divided into sections.</p> <p>Headings are absent.</p> <p>Pages and images follow design principles, with frequent inconsistencies.</p> <p>23-21 pts</p>	<p>Report is missing any of the required sections mentioned in the Advanced column. Content has no discernible organization.</p> <p>Headings are absent.</p> <p>Design inconsistencies are so frequent that the report is unreadable in places or throughout.</p> <p>20-0 pts</p>
<p>Grammar &amp; Mechanics (20 pts)</p>	<p>Report is free of distracting grammatical and mechanical errors.</p> <p>20-18 pts</p>	<p>Report may have some distracting grammatical and mechanical errors.</p> <p>17-16 pts.</p>	<p>Report has frequent distracting grammatical and mechanical errors.</p> <p>15-14 pts.</p>	<p>Grammatical and mechanical errors are so frequent that they make the report difficult or impossible to read.</p> <p>13-0 pts.</p>