

Hi Class--

Most of you did well on the final. Your grades broke down as follows:

100%	3
94%	4
87%	3
67%	1

Have a good summer break---

Final Exam
LCC3400
7/29/00

Memos

You are in the first year of your first job as a designer in a computer software development company. Your participation in a collaborative effort to create a new encryption application is taking longer than you expected and your group will be unable to meet the project deadline. You must write a memo to your supervisor to explain the situation and ask for more time.

1. The subject line of this memo should be
 - a. Encryption project progress and request for extension
 - b. Explanation for not meeting the encryption project deadline
 - c. Why your deadline for the encryption project is unreasonable

The best choice is A. This choice focuses on exactly the topic of your memo without using accusatory language or negative advertising of your failure to meet the deadline.

2. The best major headings would be
 - a.
Comparison of this Encryption Project Schedule to Others
Encryption Projects in Other Companies
Additional Project Work Necessary for Project
 - b.
Encryption Project Progress and Explanation for Delay
Proposed Schedule and Project Activity Revision
Assurance of Diligence in Completing Encryption Project

- c.
Why the Deadline for the Encryption Project is Unreasonable
Why It Was Impossible to Meet the Project Deadline
Why We Need to Extend the Deadline

The best choice is B. This answer focuses on the information needed for this context and is not accusatory or negative in tone.

- 3. The type font and size for the body of the memo should be
 - a. 12 point Times
 - b. 12 point Palatino
 - c. 14 point Palatino

Both A and B are good choices. Palatino has a larger X height and is more visually accessible than Times, but for most business circumstances, Times is adequate. A large type size is unnecessary, uses too much paper and could give the document a childish quality if used in a business setting such as this.

Proposals

You are a member of a Georgia Tech University Committee, made of students and faculty, that is proposing construction of a coffee cafe located in a central area of campus. Your goal is for the cafe to encourage social interaction among faculty and students on campus. You are writing to the Student Government Association first to ensure that there is student support for your proposal before progressing further. You want to create a document no longer than 3 pages.

- 4. To ensure that your audience receives the information it needs, the headings following the Introduction should be:
 - a. There is No Social Interaction at Georgia Tech, Why We Need Social Interaction, What We Can Do to Encourage Social Interaction
 - b. Lack of Social Interaction at Georgia Tech and Benefits of Its Development, Description of Proposed Coffee Cafe to Encourage Social Interaction, Why the Coffee Cafe is a Feasible Solution for Georgia Tech
 - c. Proposal for a Coffee Cafe at Georgia Tech, Other Universities' Coffee Cafes, Other Social Activities at Georgia Tech

The best answer is B. These headings make clear why you're writing the proposal, what you're proposing, and that it includes persuasive explanations for its potential development.

5. From the following list, select evaluation criteria that would be most effective with this audience. (1) Overview, (2) Introduction, (3) Effect on employee productivity, (4) Feasibility in terms of overall costs and revenues, (5) Time for implementation, (6) Building schedule, (7) Safety, (8) Presumed cost to average student (9) Benefit to students
- a. 1, 2, 4, 5
 - b. 1, 2, 8, 9
 - c. 1, 2, 7, 8

The best choice is B. This choice includes the two areas that specifically relate to your student audience's needs.

6. Within the "implementation" section, you should include
- a. plan for implementation, list of costs, list of contractors, integration of work plan with other work plans already scheduled at Tech
 - b. plan for implementation, work schedule, history of university contract work, criteria for evaluating work
 - c. plan for implementation, assurance that safety and legal requirements have been addressed, list of sub-contractors, work schedule

The best choices are A and C. The issues treated in both of these answers are helpful to the audience, but the issues listed in B only peripherally relate to the topic.

You have been hired to analyze the effectiveness of a new online card catalog system used by small universities. You have been asked to examine and evaluate the new way that patrons input their search information into a computer terminal, access the information they need, and download their material. The new online system seems to be an improvement compared to the earlier system, but without the analysis, you won't be sure. Library management officials are responsible for taking care of patron requests and updating the system. Other library administration is concerned with costs.

7. An audience of library management officials' major interest is
- that patrons can access information easily without needing extra assistance
 - difficulties of system updates
 - updates and operation costs

The best choices are A or B. The question explicitly states that other library administration is concerned with costs.

8. A audience of library students' major interest is
- that patrons can access information easily without needing extra assistance
 - difficulties of system updates
 - updates and operation costs

The best choice is A. Students will be concerned with what affects their own interests, which is their ease of accessing information.

9. The report includes an executive summary that contains a
- detailed description of the new system, its affect on patron usage, and a solution for low patron usage in the past
 - brief description of the new system, a brief accounting of the analytical method used, and a report of the effects of the new system
 - description of the method for research, comparison of this method with others, detailed report of the analysis, conclusions and recommendations

The best choice is B. Both A and C include detailed descriptions and reports. The executive summary should contain only brief accountings of the report.

You are writing an advertising brochure for newly renovated lofts in the Intown Atlanta area. Your target audience consists of single, upwardly mobile young executives and couples without children. Your lofts are contemporary in design and you wish to highlight this point as a draw to your audience, who you expect to desire contemporary, minimalist design.

10. Which type font and size should you use for the brochure?
- 16 point Times bold
 - 14 point san serif Monaco font
 - 14 point Vivaldi fancy italic type

The best choice is B. Since your audience desires contemporary, minimalist design, a sans serif Monaco font is very appropriate.

11. Which type font, size, and color should you use for headings?
- 14 point Times bold
 - 14 point Monaco in an easily readable color
 - 14 point Times all in caps

The best choice is B. Headings set in a contemporary sans serif font in an easily readable color suits the needs of an audience who is interested in contemporary, minimalist design.

12. If you were limited to two graphics you would use (a)
- line drawing of the layout of a typical loft space and a photo of the exterior
 - photograph of the exterior of the building and of actors posing as residents sitting around the rooftop pool
 - line drawings of the layout each of the loft spaces available and a photo of the exterior

The best choices are A or C. B would not provide the kind of pertinent information that potential buyers would need, although it might work well in a 30 or 60 second TV ad to attract attention.

You are applying for a position as a construction and architectural design trainer for a boys camp designed to rehabilitate teenage boys involved in nonviolent criminal activity. The camp is located near Washington, DC, an area of the country where you'd eventually like to find a job as an architect.

13. The following is a first paragraph of a letter of application; the sentences are numbered to allow us to work with them in this exercise.

(1) I have always enjoyed working with teenagers, and would like to make a contribution to their lives by helping them in the rehabilitation process. (2) I want to live near DC, and consequently I am writing to apply the position as construction and design trainer. (3) I know that you would be interested in someone with a background in architecture. My training in the field prepares me to work in this position. (4) With my strong undergraduate background in architecture and my leadership skills developed while I was in school, I could make a positive contribution in this position.

The best opening sentences would be

- a. 1 and 4
- b. 2 and 3
- c. 3 and 4

The best choice is A. This answer is most reader-centered in nature and provides the most pertinent information.

14. The best letter would include, in addition to the first paragraph, a second paragraph
- a. describing your experience with teenagers and how you might relate work in architecture to their needs for rehabilitation
 - b. describing your academic experience in architecture and your desire to move to the DC area
 - c. detailing your interest in architecture and your desire to someday work as a lead architect, pointing out that construction workers are sometimes rehabilitated criminals so this experience would help prepare you for future work experiences

The best answer is A. A description of all your academic experience and an immediate indication that you're thinking about how you could serve your potential employer's needs is most reader-centered.

15. Would the best typefont and size for this letter be
- a. 12 point Bookman
 - b. 12 point Vivaldi fancy script
 - c. 12 point Times

The best choice is C. Times is a conservative, professional, and legible serif font that is very appropriate for job applications.