

Writing Reports and Proposals

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The Three-Step Process

Planning	Writing	Completing
Analyze Situation	Adapt to the Audience	Revise
Gather Information		Produce
Select Medium	Compose the Message	Proofread
Get Organized		Distribute

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Audience Adaptation




Analysis of Needs

Relationships

Style and Tone

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Reports and Proposals



The Introduction
Body Sections
Closing Section


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The Introductory Section

Report Context	Subject or Purpose
Main Ideas	Overall Tone

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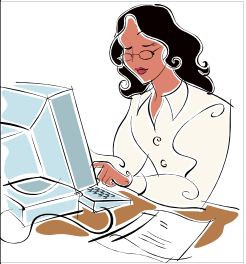
The Body Section



Present
Analyze
Interpret
Support

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The Closing Section

Emphasize Main Points	
Summarize Benefits	
Reinforce Structure	

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Drafting Report Content

Accurate	Complete	
Balanced	Clear and Logical	Documented Properly

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Report Introduction

Authorization	Problem/Purpose
Scope	Background
Sources and Methods	Terms and Definitions
Limitations	Report Organization

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The Report Body

- ✓ Explanations of problem or opportunity
- ✓ Facts, statistics, and trends
- ✓ Results of studies or investigations
- ✓ Discussion and analysis of potential actions
- ✓ Advantages, disadvantages, costs, and benefits


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The Report Body

- ✓ Procedures or steps in a process
- ✓ Methods and approaches
- ✓ Criteria for evaluating options
- ✓ Conclusions and recommendations
- ✓ Support for conclusions and recommendations

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The Report Closing



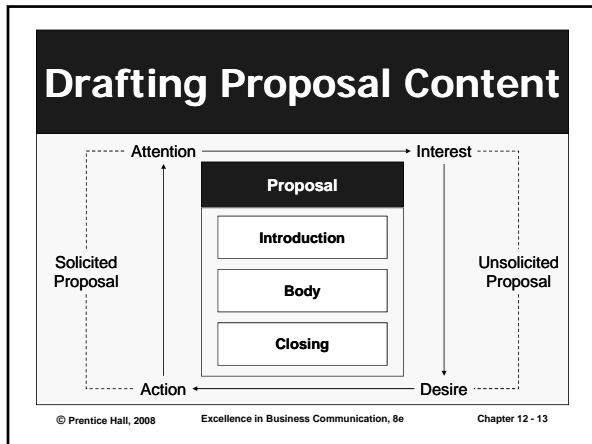
Key-Item Summary

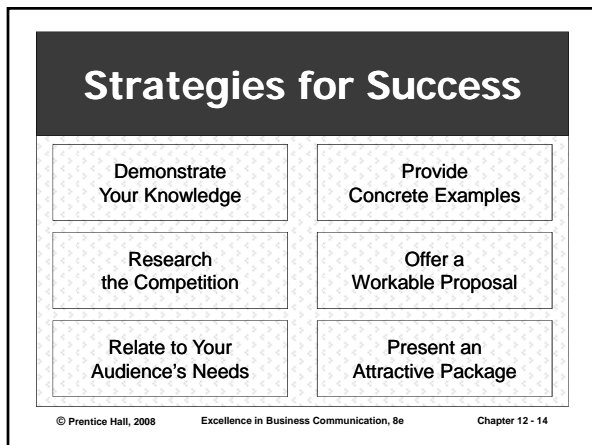
Conclusions

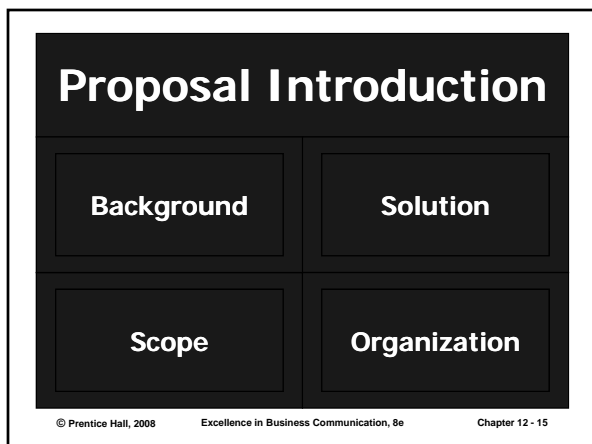
Recommendations

Action Plans

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The Proposal Body

Solution	Work Plan
Qualifications	Detailed Cost

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The Proposal Closing

Summarize Key Points	Emphasize Benefits
Restate Qualifications	Obtain Commitment

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Drafting Online Content

- ✓ **Build trust with intended audiences**
- ✓ **Adapt content for global audience**
- ✓ **Compose web-friendly content**
- ✓ **Use a concise, skimmable format**
- ✓ **Include effective links**

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Help Readers Navigate

Headings and Links	Transitional Devices	Previews and Reviews
<ul style="list-style-type: none"> ✓ Readability ✓ Frameworks ✓ Relationships 	<ul style="list-style-type: none"> ✓ Words ✓ Sentences ✓ Paragraphs 	<ul style="list-style-type: none"> ✓ Introductions ✓ Summaries ✓ Overviews

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Technology for Reports and Proposals

Templates	Embedded and Linked Documents
Electronic Forms	Electronic Documents
Multimedia Documents	Proposal-Writing Software

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The Power of Images

- Enhance textual messages
- Replace verbal messages
- Convey complex information
- Hold people's attention
- Communicate with diverse audiences
- Convey connotative meaning

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Visual Design Principles

Consistency	Contrast	Balance
Emphasis	Convention	Simplicity

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The Ethics of Visual Communication

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Choosing Points to Illustrate

The 5 C's of Visual Design

Clear

Complete

Concise

Connected

Compelling

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Selecting the Right Visuals

Data and Information

Concepts and Ideas



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The Parts of a Table

<i>Stub head</i>	<i>Multicolumn Head*</i>		<i>Single Column Head</i>	<i>Single Column Head</i>
	<i>Subhead</i>	<i>Subhead</i>	<i>Head</i>	<i>Head</i>
Row head	XXX	XXX	XX	XX
Row head				
Subhead	XX	XXX	XX	XX
Subhead	<u>XX</u>	<u>XXX</u>	<u>XX</u>	<u>XX</u>
Total	XXX	XXX	XX	XX

Source: (In the same format as a text footnote).

**Footnote (for explanation of elements in the table).*

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Preparing Data Tables




Use Common Units

Round Numbers

Label Columns

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Preparing Data Tables



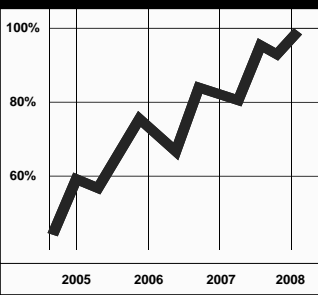
Rows and Columns

Select Information

Document Sources

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Line and Surface Charts



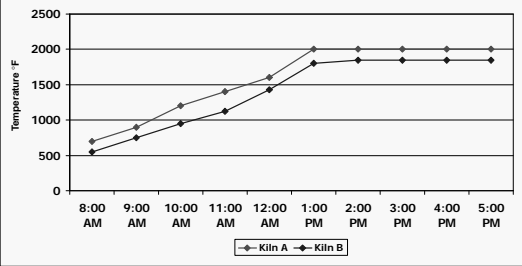
Trends

Variables

Relationships

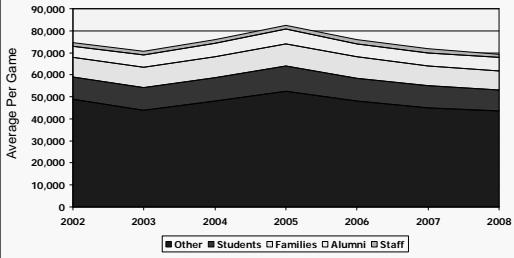
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Average Kiln Temps



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Home Game Ticket Sales



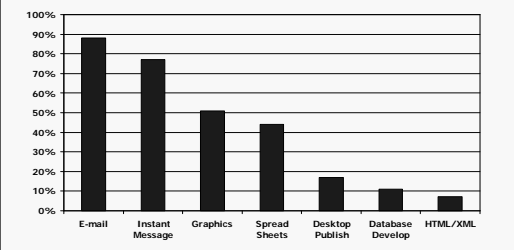
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Using Bar Charts

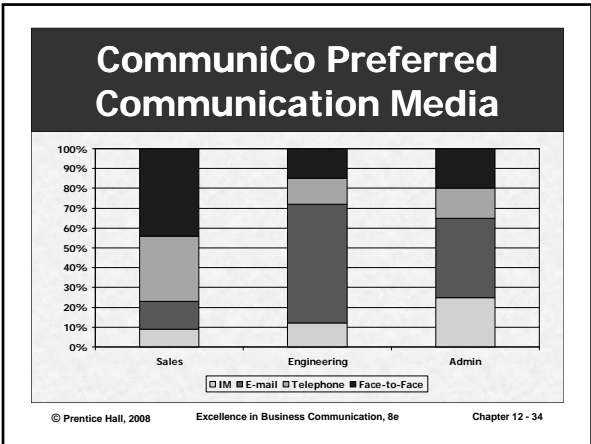
Compare Items	
Show Changes	
Indicate Composition	
Show Relative Sizes	

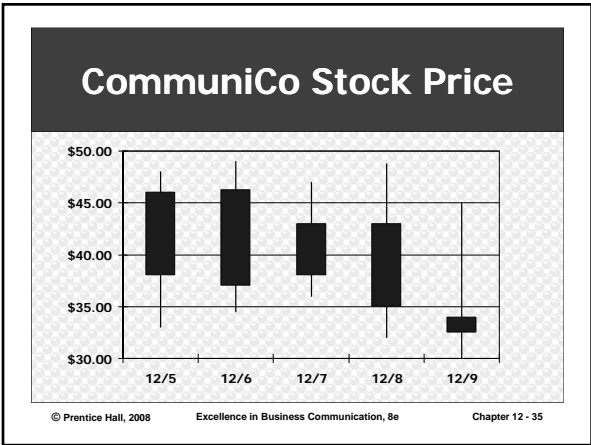
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CommuniCo Staff Computer Skills




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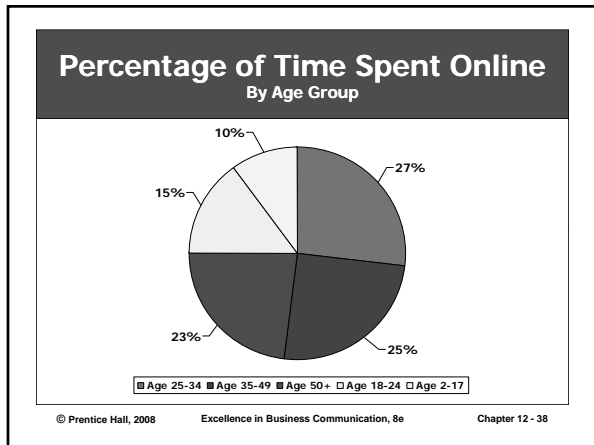




Creating Pie Charts

The Number of Slices	
Logical Arrangement	
Contrasting Colors	
Numbers or Percents	

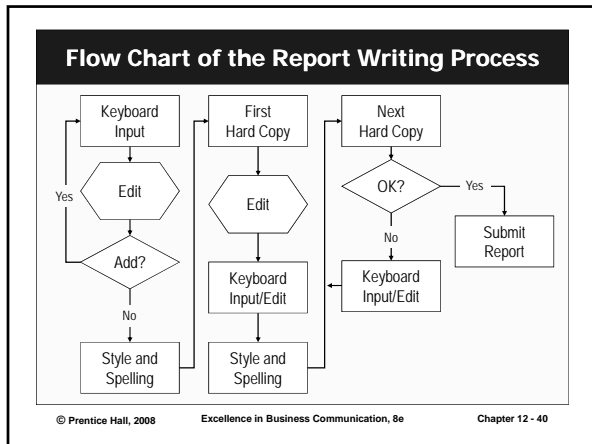
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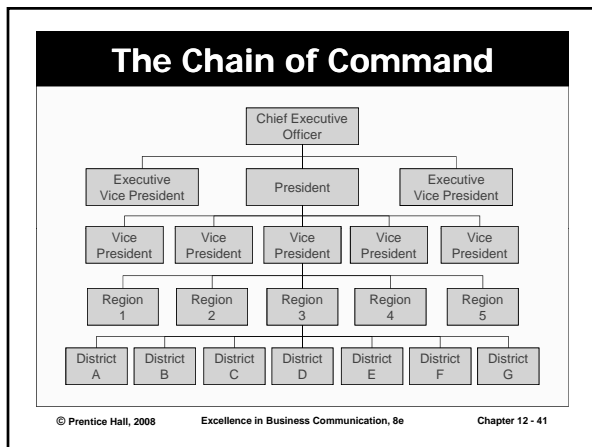


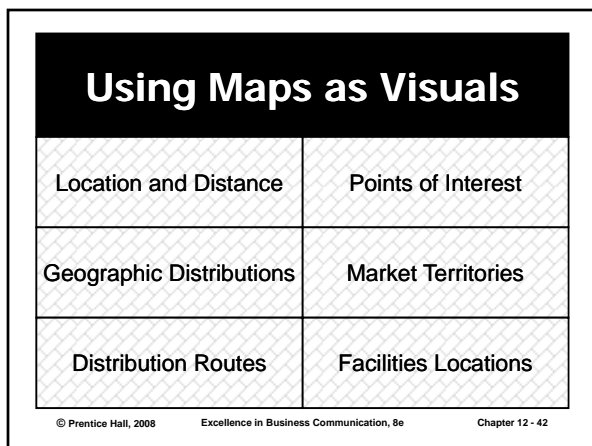
Information, Concepts, and Ideas

Organization Charts	Flow Charts
Positions	Processes
Units	Procedures
Functions	Sequences

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Other Business Graphics

Drawings or Diagrams	Photographic Images
Functions	Realism
Operations	Visual Appeal
Selected Details	Ethical Concerns

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Animation and Video



Shapes and Text
Computer Animation
Digital Video

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Producing and Integrating Visuals

Creation	
Integration	
Verification	

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Integrating Visuals and Text

**Balance of Words
and Visuals**

**References to
Visuals**

**Placement of
Visuals**

**Titles, Captions,
and Legends**

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Verifying Quality of Visuals



Accuracy

Documentation

Honesty

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