

Final Project Options

Informational Interviews Project

For this project, you will interview at least three people in careers that you think you might want to have. This project can help you accomplish multiple goals, including growing your professional network and investigating career options. You will accomplish these goals by asking detailed questions of the people you interview. You should leave this project with a clearer understanding of your career goals and some actions you can take to move towards those goals. You will also figure out what your next steps should be if you want to move forward with that career. It is highly suggested that you interview multiple individuals with similar careers, but you may also interview people with varying careers if you'd like. You should indicate your choice at your initial meeting with your instructor.

All items should be turned in as .pdf document to the Dropbox on Sakai by the proper due date.

Stage One:

Before you submit this assignment, you will need to find at least three people who are willing to be interviewed. Contact them and get their agreement (and ideally, set up the meeting times). These do not need to be people who are close by; you can do Skype interviews if you like. After you have their agreement, submit a document that contains the following:

- Interviewee: Names, titles, addresses and companies of the people you are interviewing.
- Annotated bibliography. Do some research on the career path you are considering. Find 3-5 articles or books about that career. Read these and write an annotated bibliography (with a paragraph summary after each citation) of what you learned from each source. The Career Services office may be a source of high quality information on this topic.
- Interview Questions. Compose a list of questions that you have AFTER you read the sources in the annotated bibliography. What do you want to find out? What is unclear? You should ask these questions in a way that encourages your interviewee to tell his/her story. Everyone's time is valuable, and people will be much more willing to share their time with you if you are interested in them personally and not just their current job.

Stage Two:

Write a 7-10 page essay that addresses the following topics:

- What did you learn that you didn't know before about this career path?
- What would you have to do to pursue this career path?
- Do you think this career is a good match for you? Why or why not?
- Is there another route that you discovered that you might pursue instead?
- How have you already prepared for this career?
- Any other topics that come to mind.

Required Support Appointment for this project: I recommend the Career Services office for this project. If you will get support from an office or source other than Career Services, you must get approval from the instructor during your in person appointment.

Crowdsource Funding Project

For this project, you will research and create a crowdsourced funding campaign to support your creative or nonprofit work. You will execute the actual initiative on a crowdsource platform of your choice as well as design a specific plan for how to successfully circulate and promote that initiative. All items should be turned in to the Dropbox on Sakai by the proper due date. Please do not email these documents.

Stage One:

There are four items due. You can include these all in one .pdf document:

1. **Statement of platform/why.** Select a crowdsource platform (Kickstarter, Indiegogo, etc.) and explain why you selected this platform.

2. **Annotated Bibliography.** Do some research on creating effective crowdsource campaigns. Find 3-5 articles about how to create effective crowdsource campaigns IN YOUR SPECIFIC PROJECT GENRE (short film, documentary, photography, community project, performance, etc.). Read these and write an annotated bibliography (with a paragraph summary after each citation) of what you learned from each source and how it applies to your campaign.

3. **Rough draft of initiative text, the feedback you receive on it, and how you plan to act upon it.** Compose an appropriate block of text that will go into the campaign description on the site. Once you complete this rough draft, you should get feedback on it from **the Writing Center**, and once the entire site is ready get feedback from **three friends**. Explain the feedback from both and how you plan to act upon it.

4. **Short description of other campaign elements.** What else will you need to do to complete the project site on the platform you have selected? Describe what will be involved briefly.

Stage Two:

Submit a document that contains the following:

- **A link** to the crowdsource campaign site you have completed (it should be complete, like it as real and ready to go!).
- **A specific description of how you would circulate and promote** the campaign using social media. This plan should be based on your research and should be more thought out than just “I’d post it to Facebook”
- **A statement of which three friends you sought feedback from, what their feedback was** (take notes when you talk to them, please, do not ask them to write it all out for you unless they offer to do so!) **and what you changed based on their feedback.** You don’t have to make all the changes they suggest, but if you don’t, explain why. This should be a statement that revisits your plans from Stage 1, no. 3 above.

Required Support Appointment for this project: You will need to get feedback on a draft of the campaign from three friends and on a draft of the text from the Writing Center.

Graduate School Application Project

For this project, you will research and apply to graduate programs in your chosen area of study. You will compose a list of programs to which you are interested in applying, create a spreadsheet to organize your application process, and complete all the relevant supporting documents for your application. All items should be turned in to the Dropbox on Sakai by the proper due date. Please do not email these documents.

Stage One:

There are three items due:

1. Application Spreadsheet. Compile a list of all the places you would like to apply to. List each place in a spreadsheet along the left most column, and across the top create categories and fill in the following information for each place you are applying to (not necessarily in this order):

- Deadline
- Area of Interest
- Number of letters of recommendation required
- Recommendations requested on date (hint: give your recommenders at least a month before the deadline and send them your personal statement along with your request)
- Website of department (link to URL)
- Application website (link to URL)
- Username/password (you don't need to enter this on the copy you send to me)
- GRE required?
- GRE sent
- Any other categories you find relevant

2. Research on personal statements. Find 3-5 articles about how to write effective personal statements for graduate school applications. Read these and write an annotated bibliography (with a paragraph summary after each citation) of what you learned from each source.

3. Rough draft of personal statement. At this stage, you should also turn in a rough draft of your personal statement and set up an appointment with the Writing Center to review that statement. Ideally, you should revise it AT LEAST twice — once with my feedback and once with the Writing Center feedback. Ideally, you should also have a professor read it.

Stage Two:

Final Draft of Personal Statement, with a separate section of the document outlining the feedback you received on your statement, who it was from (i.e. me, Writing Center, professor/mentor) and how you acted (or didn't act) upon that feedback.

Required Support Appointment for this project: YOU ARE REQUIRED TO GO TO THE WRITING CENTER FOR THIS PROJECT. I also recommend a trip to Career Services early on in the process and for you to seek out the opinions of one or more of your professors/mentors on your statement.

Grant Proposal Project

For this project, you will research and write grant proposals to support your creative or nonprofit work. You will compose a list of at least 10 grants that you are interested in, create a spreadsheet to organize your application process, and complete full proposals for at least two grants. All items should be turned in to the Dropbox on Sakai by the proper due date. Please do not email these documents.

Stage One:

There are three items due:

1. Application Spreadsheet. Compile a list of all the grants you would like to apply for. You may want to consult with friends and teachers who also do creative/nonprofit work in your area to help you figure out how to put this list together and what types of grants your work might qualify for. List each grant in a spreadsheet along the left most column, and across the top create categories and fill in the following information for each place you are applying to (not necessarily in this order):

- Grant name
- Name of Funder
- Deadline
- Amount of grant
- Link to call for proposals (embed the URL)
- Name of database where you found the listing
- Eligibility requirements
- List of desired attributes (of applicant or project)
- List of supporting materials required
- Application website (link to URL)
- Username/password (you don't need to enter this on the copy you send to me)
- Any other categories you would like to include

2. Annotated Bibliography. Do some research on writing effective grant proposals for these types of grants. Find 3-5 articles about how to write effective grant proposals IN YOUR SPECIFIC PROJECT GENRE (short film, documentary, photography, etc.). Read these and write an annotated bibliography (with a paragraph summary after each citation) of what you learned from each source and how it applies to you.

3. Rough draft of one proposal. Once you complete this rough draft, you should get feedback on it from two places before you revise it for your final draft: the Writing Center and a faculty member in your area.

Stage Two:

Final draft of two grant proposals, with a link to the grant and a list of required information (the draft should be in a separate part of the document than the explanation of what grant you're applying for and what is required of you.) Make sure that you include ALL the supporting documents that the proposal asks for when you submit this final assignment.

Required Support Appointment for this project: You will need to get feedback on your proposal rough drafts from a faculty member in your area and from the Writing Center.

Job Hunt Application Project

For this project, you will research and apply to jobs in your chosen field. You will compose a list of at least 10 jobs that you are interested in applying to, create a spreadsheet to organize your application process, and complete tailored cover letters for at least 5 applications. All items should be turned in to the Dropbox on Sakai by the proper due date. Please do not email these documents.

Stage One:

There are three items due:

1. Application Spreadsheet. Compile a list of all the places you would like to apply to. List each place in a spreadsheet along the left most column, and across the top create categories and fill in the following information for each place you are applying to (not necessarily in this order):

- Job title
- Name of Company
- Link to job description (embed the URL)
- Name of database where you found the listing
- List of minimum qualifications
- List of desired qualifications
- Name, title, and street address of person to whom the application should be addressed (if it isn't in the listing, contact the provided email address to inquire)
- Email address where applications are being accepted

2. Annotated Bibliography. Do some research on writing effective job application cover letters and résumés. Find 3-5 quality articles/essays about how to write effective cover letters and résumés when you are just coming out of college. These should not all come from popular press/websites. Read these and write an annotated bibliography (with a paragraph summary after each citation) of what you learned from each source. The Career Services office may be a source of high quality information on this topic.

3. Rough draft of cover letter and résumé. Once you complete this rough draft, you must go to Career Services to have them review your documents so that you can edit them for the final draft.

Stage Two:

The following are due:

- Final draft of résumé.
- Five cover letters, properly formatted, revised, **and tailored for specific jobs**. For each cover letter, you should also include the job description for the particular job it is targeted at.

Required Support Appointment for this project: You are required to go to the Career Services office for this project. I also recommend getting feedback on your cover letter from the Writing Center.

LinkedIn Project

For this project, you will create a professional profile on LinkedIn. You will also describe how you might use your LinkedIn account to meet your career goals. You should invite me to connect with you on LinkedIn at the end of Stage Two. You will turn in a document to the Dropbox on Sakai by the proper due date to complete this project.

Stage One:

Submit the following as one document.

1. Annotated Bibliography. Do some research on how to build a LinkedIn account and use it effectively. Find 3-5 trustworthy articles or books and read them. These should not all come from popular press/websites. Write an annotated bibliography (with a paragraph summary after each citation) of what you learned from each source and how it will help you.
2. A link to a rough draft of profile. Create your profile on LinkedIn, but do not connect with anyone yet. If you already have a LinkedIn account you should leave your connections as they are and cease from making new connections through the service. You should have your profile, profile picture, and background sections created at this point. Once you complete this rough draft, you should get feedback on it from **one professional contact** (you will tell me who the contact is, what they suggest, and how you acted on their feedback in stage 2.)
3. A list of 15 potential professional contacts that you would like to connect with, including one contact that you will request to "Recommend" you. You should include contacts made through your internship, but you also must use **the Career Center** to find Carolina (and potentially communication studies) alumni in careers that you are interested in to connect with. Under each contact's name include a brief description of why you would like to connect with him/her and make sure you mark which contact you will ask to "Recommend" you.

Stage Two:

Submit a document that contains the following.

- A link to your profile. You should have filled out all of the sections recommended by your research. I will be especially looking for a section describing your internship activities.
- A statement of which professional contact you sought feedback from, what his/her feedback was (take notes when you talk to them, please, do not ask them to write it all out for you unless they offer to do so!) and what you changed based on this feedback. You don't have to make all the changes they suggest, but if you don't, explain why.
- A draft message to a Carolina alumnus inviting him/her to connect with you.
- A draft message to the person you will request a recommendation from.
- A 3-5 page plan for how you plan to use your account effectively as you make progress towards your ideal career, including information from your research (properly cited in MLA format)

Required Support Appointment for this project: You will need to get feedback on a draft of the profile from a professional contact and you are required to get information on alumni connections from the Career Center.

Public Relations/Marketing Portfolio Project

For this project, you will focus on developing your knowledge of important public relations and/or marketing techniques and apply them to a NEW product or business. You will select three PR/marketing techniques that overlap with those you learned about in your internship, do research on those techniques, and then describe how you would implement them for a HYPOTHETICAL business or product (NOT a real business or product!). All items should be turned in to the Dropbox on Sakai by the proper due date. Please do not email these documents.

Stage One:

- Select three PR/marketing techniques and a hypothetical business in consultation with the instructor.
- Find a total of 3-5 high quality, substantial articles or books, preferably of academic research, with at least one about each of the techniques you have selected.

Stage Two:

Write a proposal for how you would design a campaign for your hypothetical business using the three techniques you have researched. This proposal (7-10 pages) should include the following elements, preferably in this order:

1. A description of the business, its relevant product/service.
2. A clear statement of the goals of the campaign.
3. Three summaries of how each of the PR/marketing techniques will be implemented to meet these goals. Each summary should include the following:
 - A. A summary of your research (with citations properly cited in MLA format) on the technique and its conclusions about best practices.
 - B. A mock-up of what the actual promotional item will look like/be (images, tweets, flyers, banners, blog, etc). If your mock-up is online, include a link in this section.
 - C. An explanation of the target audience and how, when, and where the promotion will reach and affect them.
4. Analysis of how the three techniques will work together as part of a coordinated campaign and a timeline for implementing all the elements of the campaign.
5. An annotated bibliography of your research sources.

Required Support Appointment for this Project: I recommend that you go to Career Services for support with this project. If you will get support from an office or source other than Career Services, you must get approval from the instructor for your planned support meeting during your in person appointment.

Web Portfolio Project (Recommended for Media Production Internships)

For this project you will create a web portfolio to showcase the production work you have done in your internship and in your coursework. The goal of this site is to provide an accessible, persuasive vision of you as a talented and experienced media production professional. To complete this assignment you will do background research on what makes a good web portfolio, what platforms are appropriate, and then build your own portfolio. All items should be turned in to the Dropbox on Sakai by the proper due date. Please do not email these documents.

Stage One:

1. Annotated Bibliography. Do some research on what makes for a good web portfolio. Your annotated bibliography should include proper MLA style citations and links to the following items along with a brief summary of what each item is and what you learned from it:

- 3-5 articles about how to construct effective, appealing web portfolios in your specific genre.
- 1-2 interviews with experienced media production professionals or faculty about web portfolios and how to create them well, what they should include, how to use them in your career, etc (please make sure to note the name, day, time and email address of the people you interview). When you do these interviews, **you should ask the person if they would be willing to review your portfolio for you once you have a draft completed.**
- 3-5 examples of web portfolios you think are excellent and that you would like to emulate.

2. Statement of Platform. By this stage you should select a platform (Wordpress, Nationbuilder, Wix, Foursquare, etc) on which you will construct your portfolio. Just tell me what it is and why you chose it.

3. Statement of feedback. Tell me who you will ask to review a draft of your portfolio.

Stage Two:

Compose a document that contains the following elements:

- A link to the web portfolio you have created.
- A statement of who you sought feedback from, what their feedback was (take notes when you talk to them, please, do not ask them to write it all out for you unless they offer to do so!) and what you changed based on their feedback. You don't have to make all the changes they suggest, but if you don't, explain why.

Required Support Appointment for this project: Your interviews with the media production professionals or faculty and the feedback meetings you have with them will count as your Support Appointment for this project. Please create a list (in a chart or bulleted) with the names and the dates that you met with professionals or faculty for interviews and follow ups.