

To: CDR LLC

Date: September 26, 2013

From: Team 4

Subject: Analysis of CDR LLC, KECK Proposal

This memo goes into detail about how improvements can be made to the proposal for the upgrade and reconfiguration of the Keck Engineering Analysis Center. The overall evaluation of the content proves effective at presenting your case; however, changes in document style, design, and the use of illustrations need to be made to make the proposal more effective. Throughout the rest of the document, we illustrate, make key points, and provide solutions on how to effectively upgrade the engineering analysis center proposal.

For a document to effectively communicate the ideas presented and explain how a project will be completed, the document needs to have an appropriate style. The word choice used in your document effectively communicated the purpose and ideas in a way that was easily understood by the reader. Beginning each paragraph with a topic sentence allows the reader to summarize the main idea of the paragraph. For example in the fourth paragraph of the Executive summary section you outline the main idea like so "The Keck Lab renovation will take part in two stages, the first of which is targeted to begin in the summer of 2013." This topic sentence allows the reader to understand the main idea for the rest of the paragraph, as well as the proposal. Clarity and conciseness are also key aspects to writing a good proposal.

However, the proposal contained lots of grammatical errors or poorly written sentences, which you should have identified. For example, here is an incomplete sentence on p. 4: "Using AutoCad, Solid Works, and MathLab to graphically design solutions, while using the available machine and welding shops to bring those designs into reality." Here is another one on p. 10: "Reliability refers to the computing power of the computers in the layout."

Clearly identifying your intended message helps to keep the document concise and the reader interested. For example, the Proposal Outline in section 3.3 contains one long sentence that could be clearly broken down into bullet points.

**This proposal will include:**

- **The objectives and rationale for the proposed solution**
- **The resources required to implement the plan**
- **The physical layout of the Keck Lab to be implemented**

- The equipment needed according to the design
- The scheduling of the project implementation
- The budget required to implement the plan
- The plan to maintain quality control.

Consistency is a main feature in the style of a proposal. For example, the headings are not all in the same font and size. For each of the main headings, the precedent was set in section 2, but in section 3.3 inconsistencies begin to occur. For instance, font inconsistency is also seen in the citation, which gives it a copied and pasted look. A good document design is one of the characteristics of a well written proposal.

**Comment [HMG1]:** However, here you discuss document design, not style.

Although, the proposal was fifteen pages in length, it used proper headings and a table of contents to effectively be able to find or look up information throughout the document. For example, the sections were clearly defined and it was easy to differentiate between different topics. Furthermore, the proposal used the white space within the document effectively. The document also included multiple pictures to really emphasize the ideas discussed within it. This document addresses the primary issue and provided solutions in a concise and well organized manner. This document was highly persuasive and provided information on how resources could be used to revamp the Keck Engineering Analysis Center.

Overall the proposal has been well designed. The tables and pictures in this proposal help us understand the current state of the Keck Engineering Analysis Center and give us an idea of why CDR, LCC is trying to repurpose it. However, not all of the tables and pictures were easy to understand. For example, it would have been more effective to include a legend (naming different areas of the layout) in Figure 1, Figure 4, and Figure 5 to help readers understand the layout. Table 3, which is supposed to show the amount-number of days the work will take to be completed, is unnecessary because it does not give the reader any details about the work schedule of the team.

The use of illustrations helps to minimize lengthy explanations and helps to emphasize clarity and conciseness. The photographs, figures, and tables were all given descriptive labels and followed the formatting rules for tables and figures. The use of white space in this document is effective, but could have been improved by picking either left or right for the figures and tables rather than having them centered. This would allow for more text and a better flow to the document. This proposal does reference the figures in the text before they appear in the document which helps with the readability.

**Comment [HMG2]:** Hmm...here's an example of a problematic figure title. "FIGURE 5: In the laptop circular tables layout, small are used to increase spacing and promote personal computer usage."

The document could have done without the graphic at the bottom left of the page, or a more relevant graphic could have been used. The title page was not suitable for such a long title, and is not very aesthetically pleasing. Instead of the title for the proposal being in block format with five lines, decrease to three lines and consider decreasing font size. This will make the title visually more appealing. The date is also floating in a different font at the bottom left of the title page.

In conclusion, the proposal was effective in getting the message across and providing details about the design. However, it could be greatly improved with more attention to design inconsistencies, and formatting.

If further analysis is needed please contact us at 706-867-5309.

Points	Elements of Review	
<b>78(100)</b>		
<u>5</u> (5)	Organization	<ul style="list-style-type: none"> <li>Uses a logic flow appropriate to a professional report (such as SBFO: summary, background, facts, outcome)</li> </ul>
<u>15</u> (15)	Summary/Introduction	<ul style="list-style-type: none"> <li>Provides a communication purpose based on AB23 including a summary of the contents of the report.               <ol style="list-style-type: none"> <li>Problem statement (A but B)</li> <li>The writer's role</li> <li>The purpose for writing</li> </ol> </li> </ul> <p>Reminder: The audience for your report is the student writer. Your purpose is to provide an analysis of the proposal including suggestions for improvement.</p>
<u>7</u> (10)	Background	<ul style="list-style-type: none"> <li>Provides context necessary to understanding the analysis.</li> </ul>
<u>15</u> (25)	Facts	<ul style="list-style-type: none"> <li>Provides your findings—both strengths and weaknesses of style, design, and illustration in the document.</li> </ul> <p>Reminder: consult the checklists on pp. 62, 92, &amp; 122.</p> <p><u>Very cursory analysis. I was expecting much more, especially as your team had 4 members.</u></p>
<u>18</u> (25)	Outcome	<ul style="list-style-type: none"> <li>Provides specific recommendations and examples for improvement.</li> </ul>
<u>5</u> (5)	Format	<ul style="list-style-type: none"> <li>The memo observes the conventions of memo format, including To, From (with initials), Subject, and Date lines.</li> <li>The Subject line indicates the action the writer wants the reader to take.</li> </ul> <p>Reminder: consult the checklist on p. 62 to see if the memo is designed correctly.</p>
<u>12</u> (15)	Grammar and punctuation	<ul style="list-style-type: none"> <li>The memo follows conventional standards.</li> <li>It contains no grammatical or spelling errors.</li> <li>Word processing mechanics are perfect.</li> </ul> <p>\Reminder: consult the checklist on p. 62 to see if the memo achieves a readable style.</p>

Comments