

Report 1 – Research on an Organization

Report 1 Description and Timeline

PROBLEM:

Your goal is to decide on either a student organization, or a fictitious local organization that refers to an existing, non-profit, advocacy group, that you are interested in working with for the semester. Collect, organize and present your research materials professionally in a process binder. This research will assist you while creating all of your projects (logo, newsletter, web site, poster, etc.) in the course.

LEARNING OBJECTIVES:

Develop and implement a process for gathering information and researching design.

Learn to analyze data in order to plan a visual project. Present materials effectively and professionally.

PROCESS:

Research the organization you have selected or plan to reference. Find out important facts. Interview a representative live or via phone or email and check a web page. **Find out early if there is enough information to work with for the semester. If not, choose another organization.** When you are satisfied, begin to gather more information, attempting to determine the character, goals and main identity of the group.

Remember that this is a pre-project guide to indicate your plan. Document your sources so that you can retrace your path for ideas, if necessary, further on. Your goal is to gather pertinent information about the organization. In doing so, you will be able to make a good impression on your client.

RESEARCH CRITERIA:

In a process binder, word process and graphically present the following:

1. Title of Research (title, name, date)

2. Outline of Contents of Report

3. Research Components

a. Description

- What motivated you to choose this subject?
- How did you find the information?

b. Information

- Provide background information on the organization you are using or referencing (mission, key facts, contact information).
- Name two or more similar organizations and their websites.
- List three interview questions which you have asked your main contact at the organization. Document the responses they gave.
- Gather and document images, cards, pamphlets, web images from the items above for use in your projects.

c. Summary Brief

- After gathering materials, state the most important aspects of the organization that you can use for developing your creative work.
- Give your sense of how to identify the organization effectively. List some descriptive words to map it.
- Draw some conclusions that distinguish this organization from others. Why is it important?

EVALUATION CRITERIA:

Your work will be judged on the following:

- a clear and coherent writing style based on thorough, well-documented research which meets all of the above criteria
- a well-organized, well-designed professional set of presentation materials turned in on time

DUE DATE, MONDAY, JANUARY 26, AT THE START OF CLASS