

AD420 • ME444 • MKTG594 Motorola Project
Fall Semester, 2008**Stephen Melamed**, Industrial Design, College of Architecture+Arts
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Over the course of the project, your team will create a comprehensive document of your work product. This document will be available as an electronic archive as well as a binder of printed pages. The document will grow throughout the year, with a new section added to the document for each stage of the project. The documentation will be organized to provide information at three levels of detail:

1. The public face of the document is a three-ring binder filled with detailed reports on all phases of the project. This is an intermediate level of detail, appropriate for an immediate supervisor who wants to read about the details of all decisions.
2. The overall document, and each individual section, should include a brief executive summary, so that a higher-level manager can access the most relevant points of the project by reading only those sections of the project binder.
3. A finer level of detail should also be provided in electronic form, including all material of potential interest to a team continuing the project, or conducting a similar project in the future. This level of detail would include, for example, comprehensive photo archives, transcripts of consumer interviews, and native electronic format copies of the printed document.

The project document must be kept up to date throughout the year. Specific deliverables for each document section will be included in future assignment handouts. To begin the document, your team will need to create a template and write an introduction.

Further details and explanations are provided in the IPD Book Module on **Project Documentation** and in the handout on file naming conventions.

Project Requirements

1. Create a style template (IPD3-Template-TeamName-YYMMDD.ext) to be used for the narrative portion of each section. This template should include both structure and format. Structure refers to what content is required, and in what order: for instance, each section might have subsections labelled "Executive Summary", "Introduction", "Activities", "Results", and "Findings". Format is concerned with margins, spacing, fonts, etc. Upload to the IPD website.
2. Start your project document (IPD3-ProjectDocument-TeamName-YYMMDD.pdf) by creating a title page and writing an introduction. Provide a Table of Contents, which for now will presumably refer only to the introduction. *This file must be a PDF document.* Upload your PDF document to the IPD website. Make sure that you keep, and upload to IPD website, all editable files used to create the PDF. You will need an archive of the final versions of these editable files at the end of the year.

Due Date

September 16, 2008: Project requirements above uploaded to the IPD website, and a hardcopy of the introduction placed in a binder and shown in class.

A current version of the project document must be available at all times, so any revisions should be uploaded to the IPD website as they are completed. The final printed version will be due at the end of the project, with some individual sections required at the three intermediate presentations.