

Create a Scope of Work Plan Specifically for a Hot Topic Project

Executive Summary = 4-7 sentence abstract/ paragraph, which serves as an overview of the project, its purposes, the intended audience, and the need for this information to be disseminated

Creative Brief [link to the blog post or site page you created earlier]

Project Objectives: list at least 3

Deliverables = give a specific list of what your audience will take away from your project

Treatment = explain, briefly, the digital platform(s) and digital tools you'll be using to impart your message

Timetable/ Schedule - today's class + at home time + ½ or so of next week's class + at home time

Resources Needed = What tools, texts, and digital platform access will your audience need?

Constraints or Challenges = What barriers could exist to your audience being able to fully engage with your project?