

Writing 2E

Assignment #D— Design Team Memo

For this assignment, your design team will draft a joint memo to me regarding progress thus far, and to ask questions.

Description of the Assignment

Your memo should be formatted in the style of a formal, business memo:

- The top of your memo should include the word “Memo” or “Memorandum,” with the font enlarged, bolded and/or underlined.
- Include the four fields of a memo, filled in as follows:

Memorandum

To: Doug Bradley

From: (contact person representing your teams)

Subject: Writing 2E Design Team Progress for (your product)¹

Date: DD Month YYYY

- In 3–5 paragraphs, provide a brief report on the progress of your team’s work thus far. Your writing style should be concise and to the point; keep the language simple and straight-forward. Address the following:

§ Introductory paragraphs (2): Briefly describe your teams’ progress on your product thus far. What have you learned (in the most general sense) about your product? What kinds of tests and measurements have you done? Identify three design issues that most directly affect the redesign of your product.

§ Material and cost factors: What role do materials play in your product and how are you addressing that? For example, if the current materials on your product are too weak and failure-prone, what do you propose to do? How does cost factor into your selection of alternate materials?

¹ NOTE: On some memos “Re:” (or “Regarding”) is used instead of “Subject:” Both are correct.

§ Questions for the Product Manufacturer: Prepare five (5) questions for your product manufacturer that will help you with your redesign. At least one (1) of these questions should concern materials; at least one (1) question should be about cost and supply of components; and, at least one (1) question should be about the relationship of your product to the whole production line.

§ Concluding paragraph: Identify your designated point of contact and provide a phone number, email address, and the best days/times to contact the designated person.

- Make certain that every member of both teams either signs or initials your memo in ink at the bottom of your memo.
- Remember: a memo is *not* a letter! The writing style is very concise and tight, and you do not address the reader as you would a letter. (Do not begin your memo with “Dear So-and-so...” and do not end your memo with “Sincerely yours,” etc.) After the “To,” “From,” “Subject” and “Date” fields, just plunge right in. The first sentence or two should briefly introduce the subject of the memo, then proceed right to the point(s). Compared to letters, memos are more streamlined; they are “built for speed.”
- It is okay to use headings and sub-headings to organize your text, although this is not generally required for shorter (e.g., one-page) memos. It is also okay to use bulleted points in your memo when introduced by complete sentences.
- Submit a hardcopy version of your memo in class, and email me a PDF version:
 - Doug Bradley— bradley@writing.ucsb.edu

Due Date

See course schedule.