Project Topic Proposal

John Doe

Ottawa University Online

COM 49100 – Seminar in Applied Communications

Instructor

David A. Cook

Introduction

Webster defines communication as "the act or process of using words, sounds, signs, or behaviors to express or exchange information or to express your ideas, thoughts, feelings, etc., to someone else" (n.d.). The act of communicating involves "the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs" (communication, n.d.). It's through the process of communication that all social reality is created and understood (Trenholm, & Jensen, 2013).

The interactive portfolio website is being created to showcase the range of communication concepts, principles, and techniques learned through the Ottawa University Bachelor of Arts communication major field of study. The site will be completed during the fall 2014 school term using elements of text, photos and illustrations, audio, film and video, and other multi-media content to form an interactive communication portfolio, detailing aspects of the author's individual, academic, and professional life as it relates to communication.

Project Scope and Structure

The portfolio will guide visitors to the site through overview details about the author and his family, personal goals and aspirations, academic and professional achievements, a retrospective of past use of communication concepts, and his vision for the application of competent communication. The site will include pages to showcase aspects of personal life, a professional resume, and completed academic courses with examples of written works on a range of communication subjects and their significance, as well as a representation of career accomplishments, and plans for future activities.

Ultimately, it's the author's goal through this website to present a cumulative synthesis of key learning gained through the study of communication and to demonstrate competence of

contemporary concepts and practices through application and his ambitions for scholarly

contribution to the field of communication.

Conclusion

The framework for this interactive portfolio is beginning to take shape already and can be

viewed, with password access, during the subsequent six week completion period. Placeholders

for each of the key elements described have been created and sample content has been uploaded

to begin site formatting and flow with consideration being given to the end-user experience.

A website provides opportunities to engage, inform, and entertain viewers. Because the

topic of the proposed site relates to the effective use of communication and because visual

presentation and ease of navigation are reasonable expectations of site visitors, considerable

thought as to the look and feel of the materials presented as well as the inclusion of substantive

content are required.

To successfully fulfill this project's mandate, the message and the means of delivery to

the likely and intended audience must be competently presented – as is true for any effective

communication.

References

Communication. (n.d.). *Merriam-Webster.com*. Retrieved September 04, 2014, from

    http://www.merriam-webster.com/dictionary/ communication

Communication. (n.d.). *Dictionary.com Unabridged*. Retrieved September 04, 2014, from

    Dictionary.com website: http://dictionary.reference.com/browse/communication

Trenholm, S. & Jensen, A. (2013). *Interpersonal communication*, (7th ed.). New York: Oxford

    University Press.