Change Proposal
Outline

• Logistics
• Wikipedia cont’d
• Changing Systems: Tutorial
• Changing Systems: Pitch
Logistics

http://phoenix.ics.uci.edu/teaching/ics139w_winter13/schedule.html
Statement Peer Review

- Any useful feedback?
- Anybody switch questions?
Wikipedia assignment

http://phoenix.ics.uci.edu/teaching/ics139w_winter13/wikipedia.html
Wikipedia Assignment: Good Article

One step below a Featured Article
Less than 1% of articles quality


1) Well written (correct spelling and grammar, must follow Wikipedia Manual of Style in layout and context)

2) Factually accurate (reference all sources) and no original research

3) Broad in coverage (address main aspects of topic without unnecessary detail)
Learning wiki-code


I suggest making all your edits on your Wikipedia stub page / sandbox instead of an external word processor (e.g., Microsoft Word)

You will be required to place your final version on Wikipedia (easier with login)
"Deva Ramanan" is an assistant professor of computer science at UC Irvine.

=Details=
Assistant Professor
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== Biography ==
I graduated with a PhD from [[University of California, Berkeley|UC Berkeley]], where I was advised by David Forsyth. Before arriving at UCI, I spent two years as a research professor at [[Toyota Technological Institute at Chicago|TTI-Chicago]]. I was fortunate enough to be a visiting researcher at the Visual Geometry Group at Oxford, the Robotics Institute at CMU, and the Interactive Visual Media Group at Microsoft Research. I work primarily in computer vision, but am also interested in machine learning and computer graphics. Recent projects I've worked on:
Wikipedia assignment


Hints:

1) Find a Good Article with a similar topic to your stub
2) Use ‘view source’ to copy formatting
3) Make edits directly on Wikipedia rather than MS Word
4) Use Print/Export as PDF

Target article will also be helpful for content
You’ll get extra “peer-review” along the way
Target length

Good articles roughly vary from 600-1000 words
(3-5 pages of standard double-spaced text)

Larger articles are split into sub-articles


- Sections of long articles should be spun off into their own articles leaving a summary in its place
- Summary sections are linked to the detailed article with a {{main|<name of detailed article>}} or comparable template
- To preserve links to the edit history of the moved text, the first edit summary of the new article links back to the original.

Example

http://en.wikipedia.org/wiki/Isaac_Newton#Biography
Wikipedia Structure

What should a Wikipedia article look like?

Lead section
Table of contents (optional)
Section with headings
See Also (optional)
References (inline citations)
External Links

Computer vision is a field that includes methods for acquiring, processing, analysing, and understanding images and, in general, high-dimensional data from the real world in order to produce numerical or symbolic information, e.g., in the forms of decisions. A theme in the development of this field has been to duplicate the abilities of human vision by electronically perceiving and understanding an image. This image understanding can be seen as the disentangling of symbolic information from image data using models constructed with the aid of geometry, physics, statistics, and learning theory. Computer vision has also been described as the enterprise of automating and integrating a wide range of processes and representations for vision perception.

Applications range from tasks such as industrial machine vision systems which, say, inspect bottles speeding by on a production line, to research into artificial intelligence and computers or robots that can comprehend the world around them. The computer vision and machine vision fields have significant overlap. Computer vision covers the core technology of automated image analysis which is used in many fields. Machine vision usually refers to a process of combining automated image analysis with other methods and technologies to provide automated inspection and robot guidance in industrial applications.

As a scientific discipline, computer vision is concerned with the theory behind artificial systems that extract information from images. The image data can take many forms, such as video sequences, views from multiple cameras, or multidimensional data from a medical scanner.

As a technological discipline, computer vision seeks to apply its theories and models to the construction of computer vision systems. Examples of applications of computer vision include systems for:

- Controlling processes, e.g., an industrial robot;
- Navigation, e.g., by an autonomous vehicle or mobile robot;
- Detecting events, e.g., for visual surveillance or people counting;
- Organizing information, e.g., for indexing databases of images and image sequences;
- Modeling objects or environments, e.g., medical image analysis or topographical modeling;
- Interaction, e.g., as the input to a device for computer-human interaction, and
- Automatic inspection, e.g., in manufacturing applications.

Sub-domains of computer vision include scene reconstruction, event detection, video tracking, object recognition, learning, indexing, motion estimation, and image restoration.

In most practical computer vision applications, the computers are pre-programmed to solve a particular task, but methods based on learning are now becoming increasingly common.
Lead Section


“The lead should define the topic and summarize the body of the article with appropriate weight.”

- Section before first heading and table of contents

- Serves as introduction and summary and motivation
  (create reader interest; why is it noteworthy?)

- 1-4 paragraphs of clear, accessible prose
1) The article should begin with a declarative sentence telling the nonspecialist reader what (or who) is the subject.

2) Most commonly, the article's subject is stated as early as possible in the first sentence, and placed in boldface:

The electron is a subatomic particle with a negative elementary electric charge.

The "electron" is a [[subatomic particle]] with a negative [[elementary charge|elementary]] [[electric charge]]
Applications for computer vision

One of the most prominent application fields of medical computer vision or medical image processing. This area is characterized by the extraction of information from image data for the purpose of making a medical diagnosis of a patient. Generally, image data is in the form of microscopy images, X-ray images, angiography images, ultrasonic images, and tomography images. An example of information which can be extracted from such image data is detection of tumors, atherosclerosis or other malign changes. It can also be measurements of organ dimensions, blood flow, etc. This application area also supports medical research by providing new information, e.g., about the structure of the brain, or about the quality of medical treatments.

A second application area in computer vision is in industry, sometimes called machine vision, where information is extracted for the purpose of supporting a manufacturing process. One example is quality control where details or final products are being automatically inspected in order to find defects. Another example is measurement of position and orientation of details to be picked up by a robot arm. Machine vision is also heavily used in agricultural process to remove undesirable food stuff from bulk material, a process called optical sorting.

Military applications are probably one of the largest areas for computer vision. The obvious examples are detection of enemy soldiers or vehicles and missile guidance. More advanced systems for missile guidance send the missile to an area rather than a specific target, and target selection is made when the missile reaches the area based on locally acquired image data. Modern military concepts, such as ‘battlefield awareness’; imply that various sensors, including image sensors, provide a rich set of information about a combat scene which can be used to support strategic decisions. In this case, automatic processing of the data is used to reduce complexity and to fuse information from multiple sensors to increase reliability.

One of the newer application areas is autonomous vehicles, which include submarines, land-based vehicles (small robots with wheels, cars or trucks), aerial vehicles, and unmanned aerial vehicles (UAV). The level of autonomy ranges from fully autonomous (unattended) vehicles to vehicles where computer vision based systems support a driver or a pilot in various situations. Fully autonomous vehicles typically use computer vision for navigation, i.e. for knowing where it is, or for producing a map of its environment (SLAM) and for detecting obstacles. It can also be used for detecting certain task specific events, e.g., a UAV looking for forest fires. Examples of supporting systems are obstacle warning systems in cars, and systems for autonomous landing of aircraft. Several car manufacturers have demonstrated systems for autonomous driving of cars, but this technology has still not reached a level where it can be put on the market. There are ample examples of military autonomous vehicle ranging from advanced missiles, to UAVs for reconnaissance missions or missile guidance. Space exploration is already made with autonomous vehicles using computer vision, e.g., NASA’s Mars Exploration Rover and ESA’s ExoMars Rover.

Other application areas include:
- Support of visual effects creation for cinema and broadcast, e.g., camera tracking (matchmoving).
- Surveillance.

Typical tasks of computer vision

Each of the application areas described above employ a range of computer vision tasks; more or less well-defined measurement problems or processing problems, which can be solved using a variety of methods. Some examples of typical computer vision tasks are presented below.

**Recognition**

The classical problem in computer vision, image processing, and machine vision is that of determining whether or not the image data contains some specific object, feature, or activity. This task can normally be solved robustly and without effort by a human, but is still not satisfactorily solved in computer vision for the general case --- arbitrary objects in arbitrary situations. The existing methods for dealing with this problem can at best solve it only for specific objects, such as simple geometric objects (e.g., polyhedra), human faces, printed or hand-written characters, or vehicles, and in specific situations, typically described in terms of well-defined illumination, background, and pose of the object relative to the camera.

Different varieties of the recognition problem are described in the literature:

- **Object recognition** --- one or several pre-specified or learned objects or object classes can be recognized, usually together with their 2D positions in the image or 3D poses in the scene. Google Goggles provides a stand-alone program illustration of this function.
- **Identification** --- an individual instance of an object is recognized. Examples include identification of a specific person's face or fingerprint, or identification of a specific vehicle.
- **Detection** --- the image data are scanned for a specific condition. Examples include detection of possible abnormal cells or tissues in medical images or detection of a vehicle in an automatic road toll system. Detection based on relatively simple and fast computations is sometimes used for finding smaller regions of interesting image data which can be further analyzed by more computationally demanding techniques to produce a correct interpretation.

Several specialized tasks based on recognition exist, such as:

- **Content-based image retrieval** --- finding all images in a larger set of images which have a specific content. The content can be specified in different ways, for example in terms of similarity relative to a target image (we will use all images similar to image X), or in terms of high-level search criteria given as text input (give me all images which contains many houses, are taken during winter, and have no cars in them).
- **Pose estimation** --- estimating the position or orientation of a specific object relative to the camera. An example application for this technique would be assisting a robot arm in retrieving objects from a conveyor belt in an assembly line situation or picking parts from a bin.
- **Optical character recognition (OCR)** --- identifying characters in images of printed or handwritten text, usually with a view to encoding the text in a format more amenable to editing or indexing (e.g., ASCII).
- **2D Code reading** --- Reading of 2D codes such as data matrix and QR codes.
- **Facial recognition**
Feature extraction — Image features at various levels of complexity are extracted from the image data.\[^9\] Typical examples of such features are
- Lines, edges and ridges.
- Localized interest points such as corners, blobs or points.
More complex features may be related to texture, shape or motion.

Detection/segmentation — At some point in the processing a decision is made about which image points or regions of the image are relevant for further processing.\[^9\] Examples are
- Selection of a specific set of interest points
- Segmentation of one or multiple image regions which contain a specific object of interest.

High-level processing — At this step the input is typically a small set of data, for example a set of points or an image region which is assumed to contain a specific object.\[^9\] The remaining with, for example:
- Verification that the data satisfy model-based and application specific assumptions.
- Estimation of application specific parameters, such as object pose or object size.
- Image recognition — classifying a detected object into different categories.
- Image registration — comparing and combining two different views of the same object.
- Decision making Making the final decision required for the application\[^9\] for example:
- Pass/fail on automatic inspection applications
- Match / no-match in recognition applications
- Flag for further human review in medical, military, security and recognition applications

Wikipedia links and inline citations
Wikipedia links


Linking through hyperlinks is an important feature of Wikipedia. Internal links bind the project together into an interconnected whole

Generally, link to most specific topic possible

<table>
<thead>
<tr>
<th>What you type</th>
<th>How it appears</th>
<th>Specificity</th>
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<tr>
<td>[[Icelandic alphabet]]</td>
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<td>[[Requiem]]</td>
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<td>Unspecific</td>
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</tbody>
</table>

External links (to sources outside wikipedia) should generally not be used in main body of article

The Sun is pretty big,\(^1\) but the Moon is not so big.\(^2\) The Sun is also quite hot.\(^3\)

--- References ---
Table of contents

For each page with more than three headings, a **table of contents (TOC)** is automatically generated from the section headings.
Section Headings

Article dependent
Aim for 3 - 5 sections

How to decide on section content?

“Broad coverage”

Here are some examples....

- Summary article: links to other “detail” articles, presumably all coming from a single article that grew too big.

- Current even news article: Prose style used for news reporting who, what, when, where and why (the Five Ws) and also often how
Napoleon

From Wikipedia, the free encyclopedia

For other uses, see Napoleon (disambiguation).

Napoléon Bonaparte ([napɔleɔ bɔnaparts]) (15 August 1769 – 5 May 1821) was a French military and political leader during the latter stages of the French Revolution.

As Napoleon I, he was Emperor of the French from 1804 to 1815. His legal reform, the Napoleonic Code, has been a major influence on many civil law jurisdictions worldwide, but he is best remembered for a series of coalitions, the so-called Napoleonic Wars. He established hegemony over most of continental Europe and sought to spread the ideals of the French Revolution, while consolidating an imperial delusion. Due to his success in these wars, often against numerically superior enemies, he is generally regarded as one of the greatest military commanders of all time.

Napoleon was born in Corsica to parents of noble Genoese ancestry, and trained as an artillery officer in mainland France. He rose to prominence under the French First Republic and led successfully against France. In 1799, he staged a coup d'état and installed himself as First Consul; five years later the French Senate proclaimed him emperor. In the first decade of the 19th century, the Napoleonic Wars—Involving every major European power.[1]

After a streak of victories, France secured a dominant position in continental Europe, and Napoleon maintained the French sphere of influence through the formation of extensive alliances and the annexation of other European countries as French client states. Napoleon's campaigns are studied at military academies throughout much of the world.[1]

The Peninsular War and 1812 French invasion of Russia marked turning points in Napoleon's fortunes. His Grande Armée was badly damaged in the campaign and never fully recovered. In 1813, the following year the Coalition invaded France, forced Napoleon to abdicate and exiled him to the island of Elba. Less than a year later, he escaped Elba and returned to power, but was defeated at the last six years of his life in confinement by the British on the island of Saint Helena. An autopsy concluded he died of stomach cancer, although this claim has sparked significant debate, as some believe poisoning.

Contents [hide]
1 Origins and education
2 Early career
   2.1 Siege of Toulon (1793)
   2.2 13 Vendémiaire (1795)
   2.3 First Italian campaign (1796–97)
   2.4 Egyptian expedition (1798–1801)
3 Ruler of France

First Italian campaign (1796–97)

Main article: Italian campaigns of the French Revolutionary Wars

Two days after the marriage, Bonaparte left Paris to take command of the Army of Italy and led it on a successful invasion of Italy. At the Battle of Lodi he defeated the Austrians and continued the initiative at the crucial Battle of the Bridge of Arcole and proceeded to subdue the Papal States.[44]
Concluding sections
See also

Contents: A bulleted list, preferably alphabetized, of internal links to related Wikipedia articles.

Editors should provide a brief annotation when a link's relevance is not immediately apparent, when the meaning of the term may not be generally known, or when the term is ambiguous. For example:

- Related person — made a similar achievement on April 4, 2005
- Ischemia — restriction in blood supply

Whether a link belongs in the "See also" section is ultimately a matter of editorial judgment and common sense. The links in the "See also" section should be relevant, should reflect the links that would be present in a comprehensive article on the topic, and should be limited to a reasonable number. As a general rule the "See also" section should not repeat links which appear in the article's body. Thus, many high-quality, comprehensive articles do not have a "See also" section.

The links in the "See also" section do not have to be directly related to the topic of the article, because one purpose of the "See also" links is to enable readers to explore topics that are only peripherally relevant.

“Branching out” is crucial to the web of Wikipedia
References

Very important - key to “verifiability”!

Citations are what allow you to write an article without any original research

“There is no specified amount of inline citation that an article must have before being eligible for nomination as a Featured Article or Good Article. The best advice is that an article should be tightly written and comprehensive. If one inline citation is all it takes to make it tightly written that's ok; if you need 100 inline citations that's ok too.”
In 1985, Dylan explained the attraction that folk music had exerted on him: "The thing about rock'n'roll is that for me anyway it wasn't enough ... There were great catch-phrases and driving pulse rhythms ... but the songs weren't serious or didn't reflect life in a realistic way. I knew that when I got into folk music, it was more of a serious type of thing. The songs are filled with more despair, more sadness, more triumph, more faith in the supernatural, much deeper feelings."[29]
Images

Most (but not all) good articles have images


[[File:Wikipedesketch1.png|thumb|left|alt=A cartoon centipede reads books and types on a laptop. |The Wikipede edits '[[Myriapoda]]'].]]
Image copyright


Before you upload an image, make sure that the image falls in one of the four categories:

- **Own work**: You own all rights to the image, usually meaning that you created it entirely yourself. ([example](http://en.wikipedia.org/wiki/Wikipedia:Image_use_policy), see below for details)
- **Freely licensed**: You can prove that the copyright holder has released the image under an acceptable free license. Note that images that are licensed for use only on Wikipedia, or only for non-commercial or educational use, or under a license that doesn't allow for the creation of modified/derived works, are unsuitable. ([example](http://en.wikipedia.org/wiki/Wikipedia:Image_use_policy), see below for details)
- **Public domain**: You can prove that the image is in the public domain, i.e. free of all copyrights. ([example](http://en.wikipedia.org/wiki/Wikipedia:Image_use_policy), see below for details)
- **Fair use**: You believe that the image meets the special conditions for non-free content, which exceptionally allow the use of unlicensed material, and you can provide an explicit non-free use rationale explaining why and how you intend to use it. ([example](http://en.wikipedia.org/wiki/Wikipedia:Image_use_policy), see below for details)
Image description page

This is a file from the Wikimedia Commons. Information from its description page there is shown below. Commons is a freely licensed media file repository. You can help.

Summary

<table>
<thead>
<tr>
<th>Description</th>
<th>The Big Red Boat of Premier Cruise Line.</th>
</tr>
</thead>
<tbody>
<tr>
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<td>29 May 1998</td>
</tr>
<tr>
<td>Source</td>
<td>Photograph created by Debbie Moore</td>
</tr>
<tr>
<td>Author</td>
<td>Debbie Moore, wife of Nv8200p on en.wikipedia.org</td>
</tr>
</tbody>
</table>

Permission (Reusing this file)

Attribution Specification: For any reuse or distribution of this image, please attribute with at least © 1998 Debbie Moore along with the license information (I recommend a Creative Commons (CC) license) in a format of your choosing. Examples: Photo © 1998 Debbie Moore (CC-BY-SA) or GFDL image by Debbie Moore (© 1998). Feel free to expand the attribution to make it more understandable such as Image © 1998 Debbie Moore, used under a Creative Commons ShareAlike License. Please provide a link back to this page if at all possible.
-Use a clear, detailed title, and include description of copyright on image description page

-Crop the image to highlight the relevant subject.

-Caption: Should provide context for the image.
“Along with the title, the lead, and section headings, captions are the most commonly read words in an article, so they should be succinct and informative.”

-Upload a high-resolution version of your image and use automatic thumbnailing option of Wikipedia
Tone

Encyclopedic, not editorial

Words to avoid:


Puffery: ... legendary, great, eminent, visionary, outstanding, leading, celebrated, cutting-edge, extraordinary, brilliant, famous, renowned, remarkable, prestigious, world-class, respected, notable, virtuoso ...

Contentious labels: ... cult, racist, perverted, sect, fundamentalist, heretic, extremist, denialist, terrorist, freedom fighter, myth, pseudo-, -gate, controversial ...

Expressions of doubt: .. supposed, purported, alleged, accused, so-called ...

Unsupported attributions: ... some people say, many scholars state, it is believed, many are of the opinion, most feel, experts declare, it is often reported, it is widely thought, research has shown, science says ...

Editorializing: ... notably, interestingly, it should be noted, clearly, certainly, without a doubt, of course, fortunately, happily, unfortunately, tragically, untimely ...
Tone

Is this okay?

Bob Dylan is the defining figure of the 1960s counterculture and the greatest songwriter of all time.
Is this okay?

Bob Dylan is the defining figure of the 1960s counterculture and the greatest songwriter of all time.

Much better:

Dylan was included in Time's 100: The Most Important People of the Century, where he was called "master poet, caustic social critic and intrepid, guiding spirit of the counterculture generation".[1] By the mid-1970s, his songs had already been covered by hundreds of other artists.[2]
No original research

Including implied conclusions

http://en.wikipedia.org/wiki/Wikipedia:No_original_research/Examples

The UN's stated objective is to maintain international peace and security, but since its creation there have been 160 wars throughout the world.
No original research

Including implied conclusions

http://en.wikipedia.org/wiki/Wikipedia:No_original_research/Examples

One could just as easily imply the opposite...

The UN's stated objective is to maintain international peace and security, but since its creation there have been 160 wars throughout the world.

The UN's stated objective is to maintain international peace and security, and since its creation there have been only 160 wars throughout the world.
* Critical Thinking and Analysis
The article is of high quality and may qualify for Wikiepdia's Good Article status (http://en.wikipedia.org/wiki/Wikipedia:Good_articles). In particular, the content is neutral, and so represents viewpoints fairly and without bias. The content is broad and well thought-out, with a comprehensive coverage of major facts, details and context without unnecessary detail. If relevant, images are used to provide additional detail.

* Use of evidence/research
The article is verifiable, in that reliable sources are provided and cited where necessary. The article contains no original research (http://en.wikipedia.org/wiki/Wikipedia:No_original_research) and reads as a tertiary source (http://en.wikipedia.org/wiki/Wikipedia:Wikipedia_is_a_tertiary_source).
* Development and Structure
The organization is apparent, coherent, and contributes to the overall goals; the insightful, specific, focused development of the main purpose/thesis is effectively organized in paragraphs; transitional devices help to develop one idea from the previous one or identify their logical relations; the reader is effortlessly guided through the writer’s chain of reasoning or progression of ideas. The lead is a concise summary of the article.

* Language and style
Outline

• Logistics
• Wikipedia cont’d
• Changing Systems: Tutorial
• Changing Systems: Pitch
Proposal assignment

Examine some software system you're familiar with from a variety of perspectives: introducing new users to the system and proposing changes to the system.

Gmail, particular game, etc....

Make it relevant to you
Make sure you can find information on it
Part 2: Tutorial (for novices)

You will write an introduction to the system for novice users, of *three to four pages*. This document should give a high-level description of the system and its capabilities, describing what tasks the system will perform and giving the necessary background. It should not get into the tedious minor details of which keys to press or which menu items to choose.

Part 3: Pitch (for business management)

You will write a proposal for changing this system, of *five to six pages plus a brief single-page cover letter*. Address this proposal to whatever decision-making authority is appropriate for your software: perhaps the company that publishes it, perhaps an individual or committee in your own organization. Your goal should be to produce a proposal you can actually send.

Part 4: Tutorial presentation (5 minutes long)

For the final oral presentation, you will present your Tutorial to a novice audience.

Part 5: Pitch presentation (1-2 minutes long)

You will give a short "elevator pitch" that is targeted to a business management audience.
Tutorial

Audience

Novices, unfamiliar with the software, who need to learn its purpose and basic functionality. You may choose to discuss your proposed change or not.

Tone

Friendly yet professional
Tutorial: Introduction

What is the goal?

1. Introduce a novice user to the system
2. Motivate the audience as to why they should care
3. Describe the main “everyday” features of the system
Tutorial: Introduction

What is the goal?

1. Introduce a novice user to the system
Tutorial: Introduction

What is the goal?

1. Introduce a novice user to the system
2. Motivate the audience as to why they should care
Tutorial: Introduction

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Tutorial: Introduction

What is the goal?

1. Introduce a novice user to the system
2. Motivate the audience as to why they should care
3. Describe the main “everyday” features of the system

Example:
Introduce my grandmother to facebook
How does the tutorial differ from a list of instructions?

We don’t want a tedious list of instructions

Describing a complex system (that could be used in many ways) is more challenging
Structure

1) Make clear any assumptions you are making about your intended audience (eg, computer literate but not web-savvy)

2) Motivations: Why should a novice care about your system?

3) Introduce and describe the system from a users perspective
   a) How does a user interface with it (input/output)?
   b) What are its main features, grouped by topic?
Organizational Strategies

Analysis: Divide subject into parts and discuss each part separately

Cause and effect: Explain what causes a phenomena and describe its effect

Classification: Arrange subject by putting it into a group of similar items

Comparison and contrast: Compare subject to a similar one or contrast it with something different in order to make your point.

Definition: Define subject’s source and meaning.

Description: Describe features of the subject

Examples: Provide examples of phenomena that you are describing.

Process: Present subject as a series of steps and explain how it works

Natural strategies maybe sequential organization or by use-case
With the exception of a few protected pages, every page has an "Edit" tab which lets you edit the page you are looking at. It is Wikipedia's most basic feature, and allows you to make corrections and add facts to articles. If you add information to an article, please provide references, because unreferenced facts can be removed. So be clear and provide references.

To practice editing, go to the sandbox and click the "Edit" tab. When you click the "Edit" tab, that will open an editing window containing the text for that page. Type in something fun and interesting, or just replace words for your own words. Now click the Save page button and see what you have done!

**Edit summary**

Your first practice edit (above) left off two steps that you should do if you are editing an article or other page that will be read by the public. So, click the "Edit" tab again, enter some text, then do those two additional steps.

First, any time you edit a page, it is considered good etiquette (or "Wiki etiquette") to enter an explanation of your changes in the Edit summary box, which you'll find below the edit window. It's okay for your explanation to be quite short. For example, if you are making a spelling correction, you might just type "typo". Also, if the change you have made to a page is minor, such as correcting a spelling or grammar error, it's helpful if you check the box "This is a minor edit". (This box is only available if you have logged in.) For your sandbox edit, you probably want an edit summary such as "Testing".

**Show preview**

Second, you should always use the Show preview button. After you've entered a change in the edit box for the sandbox, click the Show preview button instead of Save Page. This lets you see what the page will look like after your edit, before you actually save. We all make mistakes; this feature helps you catch them before other people see them. Using Show Preview before saving also lets you try format changes and other edits without cluttering up the page history. Do not forget to save your edits after previewing, though!

**Save the page**

Done the edit summary? Previewed the page? Then you're ready for the final step: click the Save page button.

Tutorial for creating a 3D face in graphics software

**Bad:** this is a little too instruction-ish...
Examples

http://www.investopedia.com/university/retirement/

Retirement Planning Basics

1. Introduction
2. Why Plan For Retirement?
3. How Much Will I Need?
4. Where Will My Money Come From?
5. Building A Nest Egg
6. Tax Implications And Compounding
7. Asset Allocation And Diversification
8. Troubleshooting And Catching Up
9. Conclusion

Filed Under » Bonds, Options, Retirement

Introduction

Retirement is one of the most important life events many of us will ever experience. From both a personal and financial perspective, realizing a comfortable retirement is an incredibly extensive process that takes sensible planning and years of persistence. Even once it is reached, managing your retirement is an ongoing responsibility that carries well into one's golden years.

While all of us would like to retire comfortably, the complexity and time required in building a successful retirement plan can make the whole process seem nothing short of daunting. However, it can often be done with fewer headaches (and financial pain) than you might think—all it takes is a little homework, an attainable savings and investment plan, and a long-term commitment.

In this tutorial, we'll break down the process needed to plan, implement, execute and ultimately enjoy a comfortable retirement.

Tutorial on retirement planning

Better: a complex topic that requires some thinking
Hints

1) Be very clear about what background knowledge you are assuming about your readers
2) Research the impact of your system for motivation
3) Use section headings to organize your text
4) Use analogies to help explain difficult concepts
Critical Thinking and Analysis
The prose explains the purpose and usage of the system (with the proposed modification) to a novice user. The writer foresees possible confusions and questions a novice user would have, and accurately addresses them. Importantly, the prose introduces the system to a novice in such a way that makes it relevant and worthwhile to use. The prose focuses on typical usage cases and patterns relevant to an everyday user.
Grading Rubric

Development and Structure
The organization is apparent, coherent, and contributes to the overall goals; the insightful, specific, focused development of the main purpose/thesis is effectively organized in paragraphs; transitional devices help to develop one idea from the previous one or identify their logical relations; the reader is effortlessly guided through the writer’s chain of reasoning or progression of ideas.

Language and style
The prose is concise, in that does not contain unnecessary words or sentences. Sentences are correct in that there no fragments or dangling modifiers. Sentences are clear with naturally flowing subordinate clauses, strong action verbs, unambiguous pronouns, and limited use of nominalizations and double-negatives. The propose is written with the appropriate level of formality. The prose is written in a consistent tense and voice (active vs passive).
Pitch

Audience
Decision makers, who know about the software but must be convinced of the need to change (and the feasibility and advisability of the changes you propose)

Tone
Correct and professional, addressing corporate higher-ups

Details
You will write a proposal for changing this system, of five to six pages plus a brief single-page cover letter. Address this proposal to whatever decision-making authority is appropriate for your software: perhaps the company that publishes it, perhaps an individual or committee in your own organization. Try to find out the actual name of the actual person or group who actually has the authority to make the changes you suggest, and write your proposal with that person or group in mind. Your goal should be to produce a proposal you can actually send. A draft of your proposal is due for joint editing in class on the Draft Due Date; a revision based on the joint editing (including your editor's comments) is due on Revision Due Date. The final written version of your proposal is due on the Final Due Date.
Dear Ms. Buyer:

Attached is a sales proposal that describes our writing service called the Sales Proposal Quick Start Package. The Sales Proposal Quick Start Package is well suited to organizations, like ACME Coffee Cups, who want a well-written and persuasive sales proposal at a reasonable price. It is also ideal for organizations who want to develop their own sales proposal, but need a well-written, well-structured sales proposal as a place to start.

Our proposal focuses on ......

I look forward to working with you on this worthwhile project. I will contact you in a couple days to answer any questions you may have. In the meantime, please do not hesitate to call me if I can be of further assistance. I can be reached at 123-456-7890.

Sincerely,

Sam Seller
Pitch

Find the person to whom you should address your pitch
Pitch

http://www.scribendi.com/advice/how_to_write_a_business_pitch.en.html

Think about software and how it is used

- Industry analysis
- Customer needs
- Marketing strategy
- Business model
- Overview of the competition
- Risks
- Implementation plan
- Financial projection
- Financial needs

-e.g., research other phone OS’s
-ideally, find consumer data

(business articles, tech help, etc...)

(wikipedia, google news, etc....)
Organization

Possible strategies...

Analysis: Divide subject into parts and discuss each part separately

Cause and effect: Explain what causes a phenomena and describe its effect

Classification: Arrange subject by putting it into a group of similar items

Comparison and contrast: Compare subject to a similar one or contrast it with something different in order to make your point.

Definition: Define subject’s source and meaning.

Description: Describe features of the subject

Examples: Provide examples of phenomena that you are describing.

Process: Present subject as a series of steps and explain how it works
Recall writing process

1) Prewrite
2) Outline
3) Draft
4) Revise
5) Edit

Use outline to experiment with different organization strategies
A possible outline.....

1) Cover letter

2) Motivation for proposed changes
   a) What problems do the current proposed changes address?
   b) Why are these problems more important than others?
   c) Why should management care?

2) Goals of the proposed changes
   a) How will the proposed changes address these problems?
   b) What precise outcome will the proposed changes produce?

3) Potential pitfalls of proposed changes
   a) Why are they not already in place?
   b) How difficult are they to implement?
   c) What is the cost?

4) Conclusion

Avoid a laundry list of bugs to fix
Arrange proposed changes into some order
Example pitch

http://www.ics.uci.edu/~dramanan/teaching/ics139w_fall10/handouts/proposal_pitch.doc

Note: You must provide a cover letter, not just an outline
Pitch Grading Rubric I

Critical Thinking and Analysis
The argument for the proposed change is insightful, creative, and persuasive. The content is tailored for a management audience, with arguments that are well-thought out, explaining several perspectives, including potential benefits, downsides, costs, and difficulties associated with implementing the proposed change. The overall argument is compelling, and may likely be accepted if read by a business manager.

Use of evidence/research
The pitch uses evidence and sources appropriately and effectively, with a clear understanding of management's expectations. The evidence/sources help develop and exemplify the overall argument for implementing the proposed change.
Pitch Grading Rubric II

Development and Structure
The organization is apparent, coherent, and contributes to the overall goals; the insightful, specific, focused development of the main purpose/thesis is effectively organized in paragraphs; transitional devices help to develop one idea from the previous one or identify their logical relations; the reader is effortlessly guided through the writer’s chain of reasoning or progression of ideas.

Language and style
The prose is concise, in that does not contain unnecessary words or sentences.
   Sentences are correct in that there no fragments or dangling modifiers.
   Sentences are clear with naturally flowing subordinate clauses, strong action verbs, unambiguous pronouns, and limited use of nominalizations and double-negatives. The propose is written with the appropriate level of formality. The prose is written in a consistent tense and voice (active vs passive).
Proposal Pitch

1-2 minute “elevator speech”
Elevator speeches

http://www.elevatorpitchessentials.com/essays/ElevatorPitch.html

You’re at a tech conference, and happen to share an elevator with a venture capitalist....

It's how lots of collaborations in academia start!

1. Make sure the audience knows why they should care about what you have to say. Assume that people are looking for an excuse to tune you out; don’t give them one.

2. Explain your idea in a manner that requires the audience to do the least amount of work.

3. Give just enough information such that the audience knows the big picture, and will want to find out more later. They are unlikely to appreciate -- or even notice -- the intricacies, subtleties, and details of your proposal. Think drinking fountain, not fire hose.

4. Be concise, concise, concise! Make every word count.
Elevator speeches

http://www.elevatorpitchessentials.com/essays/ElevatorPitch.html

1. Concise
An effective elevator pitch contains as few words as possible, but no fewer.

2. Clear
Rather than being filled with acronyms, MBA-speak, and ten-dollar words, an effective elevator pitch can be understood by your grandparents, your spouse, and your children.

3. Compelling
An effective elevator pitch explains the problem your Solution solves.

4. Credible
An effective elevator pitch explains why you are qualified to see the problem and to build your Solution.

5. Conceptual
An effective elevator pitch stays at a fairly high level and does not go into too much unnecessary detail.

6. Concrete
As much as is possible, an effective elevator pitch is also specific and tangible.

7. Customized
An effective elevator pitch addresses the specific interests and concerns of the audience.

8. Consistent
Every version of an effective elevator pitch conveys the same basic message.

9. Conversational
Rather than being to close the deal, the goal of an elevator pitch is to just set the hook; to start a conversation, or dialogue, with the audience.
Elevator Rubric

Awareness of audience
Significantly increases audience understanding and knowledge of topic; Effectively convinces an audience to recognize the validity of a point of view.

Strength of material, Organization
Clear purpose and subject; Pertinent examples, facts, and/or statistics; Conclusions/ideas are supported by evidence; Major ideas summarized and audience left with full understanding of presenter's position.

Delivery
Relaxed, self-confident; Builds trust and holds attention by direct eye contact with all parts of audience; Fluctuation in volume and inflection help to maintain audience interest and emphasize key points;

First and second similar to written assignments; we’ll talk more about third closer to presentation dates
Tutorial Rubric

Awareness of audience
Significantly increases audience understanding and knowledge of topic;
Effectively convinces an audience to recognize the validity of a point of view.

Strength of material, Organization
Clear purpose and subject; Pertinent examples, facts, and/or statistics; Conclusions/ideas are supported by evidence; Major ideas summarized and audience left with full understanding of presenter's position.

Delivery
Relaxed, self-confident; Builds trust and holds attention by direct eye contact with all parts of audience;
Fluctuation in volume and inflection help to maintain audience interest and emphasize key points;

First and second similar to written assignments; we’ll talk more about third closer to presentation dates
Common mistake

Mistaking a tutorial for a business pitch