

February 10, 1997

Client/Prospect:

**Infra-Structures**

Subject:

**TECHNICAL PROJECT EVALUATION**

**A. Proposed Project:**

Technical Writing and/or Copy Editing

**B. Document(s):**

"Specifications Document" for the Renaissance 100 Series Console System

**C. Project Scope:**

1. FULLY REWRITE the content of a supplied SPECIFICATIONS DOCUMENT, based upon "requirements" given by the client, through interview and/or samples of the "desired" type of wording needed and wanted.

Although the existing Specifications Document may be supplied on magnetic computer disk (in word processor form), however, this is till only to be used as the "starting document", with strong possibility that most will be rewritten.

2. ADD to the SPECIFICATIONS DOCUMENT, an "INTRODUCTION" at the beginning, presented in three (3) parts or "sections":
  - a) a "Global" (General) section that introduced the product line, with out getting into detailed selling points or detailed specifications;
  - b) a "Benefits" section that highlights the specific benefits of using Infra-Structures' product over other similar products lines; and
  - c) a "Supporting Statement" section that goes more into the SPECIFIC highlights and advantages of the product line (but WITHOUT launching into the actual specifications, as is done in the remainder if the document overall).

The content of ALL sections of the INTRODUCTION are to be based upon portions taken from supplied samples of the "White Paper Write Up", "Press Release", and any other current and pertinent written materials for the same product line that is covered in the Specifications Document.

As mentioned above for the overall Specifications Document, KEOS will also gain information for the INTRODUCTION sections by interview with designated Infra-Structures personnel, and from any other pertinent written information that Infra-Structures wishes to supply.

However, as for the overall Specifications Document, KEOS is to WRITE (from scratch) and/or RE-WRITE (from supplied copy) all portions of the INTRODUCTION, i.e. we are not to use supplied material as a "rough draft".

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**Note:** The above Specifications Document will be referred to below as the "**Specs**".

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**D. Materials Evaluated:**

1. Supplied printed copy of the Infra-Structures “original” Specs.
2. Supplied printed copy of an Infra-Structures “press release” for the same product line that is the subject of the “original” Specs.
3. Supplied printed copy of an Infra-Structures “white-paper write-up” (very rough draft, still has editing marks) for the same product line that is the subject of the “original” Specs.
4. Verbal information obtained by KEOS Technical Rep (Wendy) from technical contact at Infra-Structures (Joy).

**E. Project Evaluation for Quotation:**

1. This is definitely a WRITING project, and not an editing project (as was first thought), made up of a combination of the following:
  - a) REWRITING the existing “original” SPECS document.
  - b) WRITING a new INTRODUCTION, in three (3) “sections”. KEOS may be able to use some of the existing supplied text, but it will still probably be a COMPLETE REWRITE of such material.
2. Further material and requirements will be obtained by interviewing designated Infra-Structures personnel, and KEO will most likely bring a tape-recorder and record all interviews, in addition to any notes taken.
3. As the final writing product will have NO relation to number of printed pages, size of type, etc., all evaluations for pricing, quotation, and planning will be done by the NUMBER OF WORDS OF TEXT TO BE WRITTEN.

To give the reader some type of “standard” for estimation, a block of text that **completely fills one printed page** that is single-spaced with 1-inch margins all around and has a type size of 12 point, would contain the approximate number of words per page as listed below by type style:

- |  |             |
|--|-------------|
| - Courier New 12 pt.<br>(“typewriter” look)    | - 540 words |
| - Ariel 12 pt.<br>(“block” look)               | - 610 words |
| - Times New Roman 12 pt.<br>(“newspaper” look) | - 670 words |

Please note that some type styles (fonts) are more space efficient than others.

4. As a guide for estimation and planning, since no other source of “word count” is available, KEOS will assume that the number of words that will have to be written and/or rewritten will be APPROXIMATELY THE SAME as the TOTAL NUMBER OF WORDS contained in the EXISTING DOCUMENTS that Infra-Structures is planning to provide.

Specifically, these would be the first three (3) items mentioned in the “Materials Evaluated” section earlier in this write-up.

#### **F. Project Planning for Quotation:**

For management and pricing considerations, the overall writing and re-writing project will be broken down into “STAGES” as follows:

##### **1. INITIAL WRITING / RE-WRITING STAGE – FIRST DRAFT ONLY:**

This is a combination of the following:

- a) Becoming fully briefed, as required, on the technical aspects of the proposed writing and re-writing efforts;
- b) Re-Writing, as required, the original text supplied of the Specs document (this portion is predominantly “straight” technical writing);
- c) Writing new introduction section, to be placed in front of the re-written Specs document, using supplied copy as a guide (this portion is a combination of straight technical writing and “sales” writing).

Once this stage is completed, Infra-Structures would be supplied a printed “FIRST DRAFT” to be used for the marking of changes, additions, and/or further re-writes. This would mark the End of this stage of the project.

##### **2. RE-WRITING & EDITING STAGE – ALL SUBSEQUENT “DRAFTS”:**

This stage of the effort involves the following:

- a) Infra-Structures marks the printed DRAFT copy for desired changes, additions, and/or re-writes (of paragraphs and/or sections of text);
- b) KEOS makes the indicated changes, then supplies Infra-Structures with another printer DRAFT copy.

Steps (a) and (b) above would be repeated (with each draft being numbered one higher than the previous draft), until Infra-Structures is fully satisfied that the “WRITING” portion of the work, for the most part, is COMPLETED, and that further editing work would mainly involve detailed accuracy of numbers and/or facts, minor grammar adjustments, and general correctness.

A writing/editing sign-off sheet would be supplied by KEOS to Infra-Structures, who would the “sign-off” that no further writing is needed. In other words, KEOS would now be working on the “FINAL DRAFT” of all documents involved in the project. Only standard proofreading and editing would then be required, as is done prior to “final publication” (see below).

3. PROOFING STAGE – PROOFREADING/CORRECTION OF FINAL DRAFT:

Infra-Structures would simply proofread, as if for “final publication”, and KEOS would make any indicated corrections.

During this stage, KEOS will provide up to three (3) proof copies of all documents at NO CHARGE to Infra-Structures.

If further proofs are required due to editing changes originated by Infra-Structures, and/or if Infra-Structures decides that further writing or re-writing will be needed, then we, in essence, return back to “Stage 2” (above).

**G. Project Recommendations for Quotation:**

In order to provide Infra-Structures with the greatest degree of cost-effectiveness and fairness, i.e.) paying only for what is done, when it is done, we recommend that pricing be calculated as follows:

- Stage 1 – Technical Writing Rates only.
- Stage 2 – Word Processing and Editing Rates for specifically marked Changes/Additions;
  - Standard Writing rates for paragraphs/sections needing re-writing provided this involves ONLY a “re-write” for clarity, desirability, etc.
  - Technical Writing Rates for re-writes that involve either major re-working of the text or further and deeper technical involvement.
- Stage 3 – No Charge for up to Three (3) Proof Copies.

The KEOS Technical Writing Team