

TC 1 (individual) -- Introductory diagnostic essay

Worth: 5 points

Assigned: 8 September 2010

Due: 13 September 2010

Gizmoflash Products
1 Varsity Drive
Suite 1973
Ann Arbor, Michigan 48108

To: All new hires
From: John von Neumann, Director of Personnel
Subject: Staffing for new project
Date: 8 September 2010

Background

Gizmoflash Products is an engineering company started by several University of Michigan engineering graduates in 2001. Gizmoflash Products specializes in designing and developing inexpensive microprocessors for toys: talking greeting cards, singing toothbrushes, humming yo-yos, action figures that make noise when they sense motion, and similar products. After a shaky first few years, Gizmoflash Products recently signed a large contract to develop toys for a major movie studio, Pixilated Studios. These toys will take different forms as merchandise based on the studio's next five animated films, but all will incorporate a simple sound synthesizer, camera, video screen or combination of these things.

The project

Because of the size of this contract, the synthesizer division must add additional engineers. They have expressed interest in the work you are doing with Professor Brehob and believe the activities he has planned for the next few months will be excellent preparation for their project. Therefore, the memos, reports, and presentations you create this term will all be directed towards various departments within our company that are interested in tracking progress on this new project.

Your task

Your first assignment is to introduce yourself to the Gizmoflash Products personnel director in a short two or three page letter. Gizmoflash Products has hired you as a computer engineer who can potentially contribute to any of our projects, so, in your letter, focus on your background with computers and your goals for your engineering career. After reading your letter, the Gizmoflash Products personnel director should have a pretty good sense of your computer skills and experience, as well as your ideas, energy, and enthusiasm about engineering as a career.

How to submit your work

Written documents in this class will be submitted as PDF files (oral presentations will be submitted as PowerPoint files). Submit your PDF file for this assignment to your drop box on CTools by 11:45 pm on 13 September 2010. Late assignments are accepted with a 10% per day penalty.