# Pacing Guide: Application of Effective Communication

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<th>Week</th>
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| 1    | Preparing for Success | 1. Watch the welcome video  
2. Review the task instructions under the Assessment tab |
|      | Performance Assessment | 1. Review “Selecting and Narrowing your Topic” and “Generating Main Ideas” in *Communication: Principles for a Lifetime* (chapter 11)  
2. Read “Identifying Your Purpose” and “Developing your Central Idea” (chapter 11)  
3. Read “Gathering Supporting Materials” (chapter 11)  
4. Read “Organizing your Main Ideas,” “Organizing your Supporting Material,” “Organizing your Presentation for the Ears of Others,” “Introducing and Concluding your Presentation,” and “Outlining your Presentation” in the e-text (chapter 12)  
5. Read “Effective Presentation Aids” (chapter 13) |
|      | Task 1 Submission | 1. Task 1 Checklist:  
- Presentation rationale  
- Presentation outline  
- Three audience questions and responses  
- Copy of the visual element with citation included  
- APA-formatted reference list |
| 2    | Performance Assessment | 1. Read “Effective Verbal Delivery” and “Effective Nonverbal Delivery” (chapter 13)  
2. Enlarge visual aid from task 1. Display visual during filming so that all elements are visible on camera  
3. Record video using digital recording device  
4. Save or convert video files into one of the following formats: mp4, wmv, or flv  
5. Watch “How to Submit a Video for Evaluation in Task 2”  
6. Upload into the Student Video System (SVS)  
7. Once your video has been encoded, copy and paste the link under the “Links” button in Taskstream  
8. Upload the reference list from Task1 under “Attachments” button in Taskstream as well |
|      | Task 2 Submission | 1. Complete and submit task 2 |