BERKELEY MASTER OF ENGINEERING PROGRAM

E295: CAPSTONE INTEGRATION

Capstone Integration is a year-long course which supports your efforts to generate clear, engaging, and memorable content for your project's reporting deliverables.

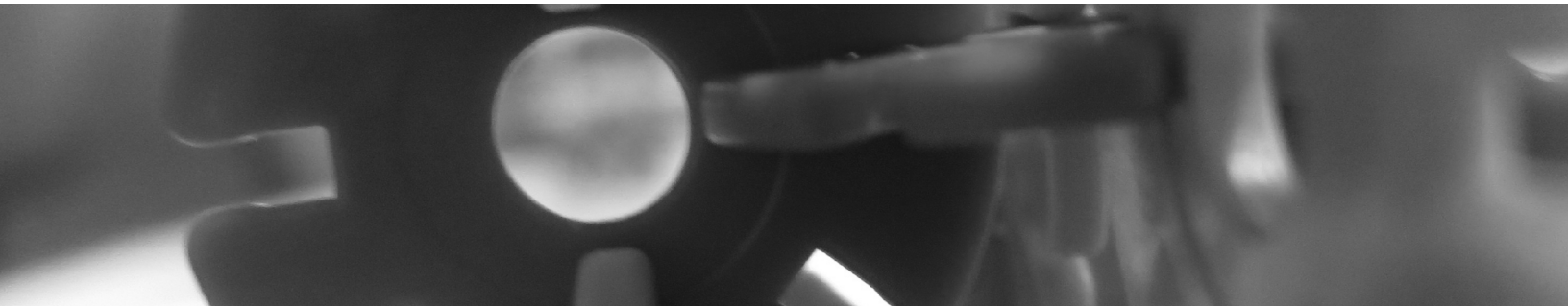
Designed specifically for the M.Eng. program, the course invites you to develop insights gained during the leadership bootcamp and to reflect on your professional and academic experience as you develop a narrative about your capstone project.

You will spend the year investigating how you can leverage various kinds of media, rhetoric, and discourse to connect with a variety of stakeholders crucial to your project's success: engineers and scientists, entrepreneurs and funders, public intellectuals and trendsetters.

The class meets twice a week. The purpose of the first meeting is to walk through a particular communication skill; the purpose of the second is to practice, attune, and further that skill in the context of your capstone project.

Reporting deliverables include: presentations, pitches, press releases, promotional materials, project proposals, and research papers.

You will find support as you become a critical reader of industry and marketing reports, a keen observer of current events, and an author of original market, industry, and IP research.

You will be inspired to develop your visual, auditory, vocal and kinesthetic skills; to find effective ways to describe and explain your work; and to connect with your audience and your project on an emotional, social, and intellectual level.

If you have any questions or would like to get a head start, please email Alex Beliaev (alexb@berkeley.edu)