AKAD Essays writing Guideline

Writing skills are key to success in our program. They determine one's capacity to write admission and scholarship essays to top universities – whether for undergraduate (Bachelor's) degrees, Masters or PhD degrees. They determine how students will apply for jobs, write concept papers for entrepreneurial solutions, business proposals, etc.

This skill is key and central to all that we do. It is a key objective Monitoring & Evaluation tool in all AKAD programs, and is not negotiable. Refusal or failure to do this means the student has chosen to immediately opt out of our program with no refund.

The following is a generic view on how to write a review after participating in our Case Study events, reading books, audio-visual materials, etc.

How To Write A Review

A review is a description, critical analysis, and evaluation on the quality, meaning, and significance of the subject matter, not a retelling. It focuses on the purpose, content, and authority. A critical review is not a book report or a summary. It is a reaction paper in which strengths and weaknesses of the material are analyzed. It should include a statement of what the course has tried to do, evaluates how well (in the opinion of you, the reviewer) the facilitator has succeeded, and presents evidence to support this evaluation.

There is no right way to write a review. Reviews are highly personal and reflect the opinions of the reviewer. Length varies depending on the purpose of the review. We propose a generic outline for the review that includes

(1) Introduction,
(2) Summary,
(3) Critique and
(4) Conclusion

Document format

As a rule of thumb, we humbly request document format be as below;

AKAD Youth at a Career Seminar, Field trip on Software Engineering

1. Length: 2 pages only
2. Title of essay on top
3. Write a forwarding email note with the purpose of the email. Do not write the essay within the email
4. Ownership of essay;
   - Attach your profile picture (Head and shoulders photo – "passport photo") to the left of the document,
   - Give your name and contact details next to the profile photo; email address and telephone (easier done using a "Text box" when using MS Word.

- This way you have *full ownership of the essay* as and when it needs to be shared with third parties, in demonstrating your ability and capacity. Contact details allows networks to independently contact you directly as the need arises.

5. Page orientation: Portrait.
6. Font type: Easy to read font (do not use Chinese, Arabic, emoji's, hard to read font styles, etc.)
7. Text Font size; 11 or 12 (yes, some students try to cheat write to us essays in font size 18)
8. Event photos: include 3 photos of the event embedded in the text of the document as above. This makes it easy and fun to read (like a magazine)
9. Photo to include captions explaining what is in the photos (as above)
10. Within the essay, discuss;
    i. Theme of the event? Where was the event? Date and time?
    ii. What new things you learned
    iii. Who said what at the event? (acknowledge correct names and titles)
11. Application:
    i. What are you going to do as a result of this new information?
    ii. How can you apply this new knowledge?
    iii. Where can you get to apply this knowledge
    iv. When will you do this?
    v. Who will you be accountable to in the application?
12. Akad mentees then add our logo at the end of the document for branding purposes
13. Use standard Word-Processing software such as MS Word and or save in PDF format.
14. Kindly ensure the essay is grammatically correct! Ours is NOT to begin teaching English grammar! This includes basically understanding where and when to use capital letters, punctuation, full stops, paragraphs, correct spelling and basic neatness.
15. Email the essay to info@akadeducationafrica.com (or upload to our online) portal **within 48 hours** of the event. We reserve the right NOT to respond to any essays submitted outside of this time period due to multiplicity of on-going activities and events.

Once again, **writing skills are key to success in our program** because;

- Writing skills determine one's capacity to communicate, and successfully write admission and scholarship essays to top universities
- If and when admitted into these universities, you will need to constantly write similar essays
- Within the mentorship program, you will be encouraged to grow your potential and write out concept papers for your entrepreneurial ideas and solutions
- These can then lead to writing business plans, project proposals, etc.
- These are skills that are NOT taught in schools, and yet when you come out into the real working world, you are expected to know and have them

Thank you and let us have fun going forward!