



Troy A. Miller

Creative Writing Portfolio

[Sample #1: Journalism: AOL City's Best](#)

[Page 2](#)

Two **articles** I wrote (out of over 100) for AOL City's Best, a web magazine devoted to spotlighting local culture and entertainment. Austin was one of 20 markets where the magazine was published. Site has since been discontinued by AOL/Huffington Post. Contracted by AOL.

[Sample #2: Marketing: Texas Gear Up Website](#)

[Page 6](#)

Two **career description write-ups** (from over 100) and two **news articles summaries** (from over 20) that I wrote for a revamp of a college-readiness website for middle school and high school students and teachers. Contracted by AMS Pictures.

[Sample #3: Marketing: CompassLearning Website](#)

[Page 11](#)

A **marketing page** (from over 20) that I wrote for CompassLearning's website while I was Editorial Director there. CompassLearning is a market leader in supplemental, computer-based curriculum for K-12 students. Employed by CompassLearning.

[Sample #4: Script Writing: CompassLearning Interactive Guided Tour](#)

[Page 13](#)

A **short script** I wrote for an animated, interactive online tour of CompassLearning's Odyssey program (computer-based training for K-12 students). Guided Tour was featured on the home page of the company's website from 2007 to 2012. Employed by CompassLearning.

[Sample #5: Instructional Design: HAZMAT Compliance Training](#)

[Page 20](#)

One slide from a **visual and technical storyboard** I created for the development of interactive, online compliance training for employees of Altria (William Morris). Contracted by Simply Interactive.



Sample #1

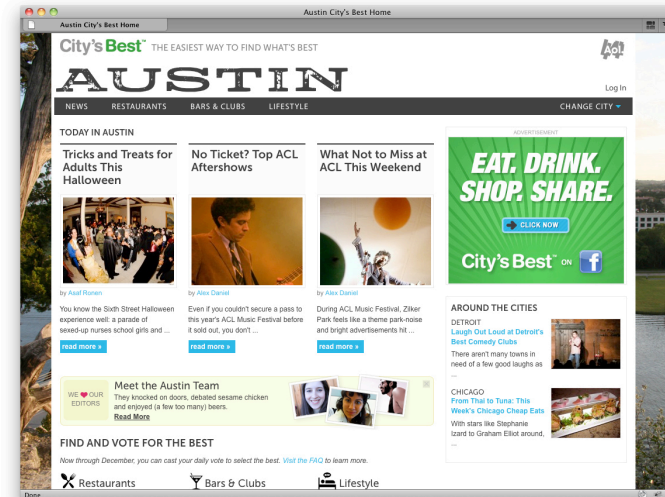
Job: AOL City's Best: local best-bets, interviews and reviews for online magazine

Deliverable: Articles

Client: AOL/Huffington Post

Contracted through: AOL/Huffington Post

Reference: Lauren Buck (Zinn), Regional Editor -
yogathroughlauren@gmail.com



5 Best Moments During SXSW Film Festival (*published March 21st, 2011)

The SXSW Film Festival is gone but not forgotten. A great line up with very few duds, films this year were so strong that a handful of distribution deals went down -- and the ATX fest is not traditionally known for being a buyer's market. Here's our recap of some of the fest's best moments.

1. "Attack the Block": This sci-fi action thriller set in a London tenement was an absolute gas, and marked the directorial debut of Joe Cornish. The Q&A that followed was a film geek's heaven, as Cornish discussed his influences ("Ghostbusters," "E.T.") as well as his approach to the film's creature designs. Executive Producer Edgar Wright (Director of "Shaun of the Dead," "Scott Pilgrim vs The World") was on hand to keep the audience riveted and in stitches.

2. "Fubar" Screening & Karaoke Party: Canadian filmmaker Michael Douse's ("Take Me Home Tonight") follow up to his cult hit "Fubar" was wild, hilarious and full of heart. The after party at the

Highball featured heavy metal karaoke from cast and crew, as well as a very jovial Dave Foley sauntering about.

3. "Sound of My Voice": This was the first film I saw at the fest, and it remained one of the best. Beautifully lensed and intensely enigmatic, this examination of one couple's beguiling by a modern cult leader -- a woman who claims to be from the future -- was nothing short of mesmerizing.

4. "Kill List": Part of a handful of programming by Fantastic Fest, this British shocker was the best pure horror-thriller at the fest. It's a testament to the film's top-notch production and sucker-punch narrative that it was picked up for U.S. release by IFC Midnight.

5. "The Beaver": Not the best film of the fest, but it was surprisingly affecting, in large part to star Mel Gibson's strong performance and Jodi Foster's assured direction. Foster was nothing but class at the film's Q&A, in which all present were wondering what she would say about Gibson's personal meltdown. Clearly truthful, Foster had nothing but praise for the actor, and watching him disappear into character on screen makes a strong case for the notion that the art and artist should be judged separately.



"Fubar" star David Lawrence
Photo by Troy A. Miller

Outdoor Adventures to Make You Feel Like a Super Hero (*published February 18th, 2011)

Time to get off the couch, guys. Sure, it's fun watching "Point Break" on a flat screen with a few brewskies. But why not get out of your dreams and into your car, so to speak? Here are some ways to let your inner action hero spring to life.

Into the wild: Wants some "127 Hours"-type biking adventure without the, uh, unpleasantness? Join the Austin Ridge Riders, who organize excursions, teach bike safety and maintenance, and even have opportunities for you to join the Austin Mountain Bike Patrol.

*One time membership fee: \$15
arrclubnews@yahoo.com
<http://www.austinridgeriders.com/>*

It's a cliffhanger: Start out at Austin Rock Gym with the indoor wall, have your own super cool training montage, then sign up for one of their outdoor climbing excursions.

*Fees: monthly, \$65; day use, \$15; add'l fees for equipment rental
4401 Freidrich Lane, Suite 300; 512.416.9299
<http://www.austinrockgym.com/>*

Tarzan, anyone?: Just 45 minutes outside of Austin you can discover the ultra-fun sport of zip lining. Harness yourself in and control your own speed as you woosh through breathtaking forest locales. Completing the standard "tour" allows you to sign up for the "challenge": faster lines, more complex navigation.

*Canopy Tour, \$75; Canopy challenge, \$85
1223 Paleface RR, Spicewood TX; 512.264.8880
<http://cypressvalleycanopytours.com/>*

Prepare for battle: Grab some friends (?) and go to war, paintball style. Xtreme Paintball will suit you up, give you the gear and assign you a team. The rest is up to you, soldier.

*Admission \$15 (includes gun, goggles, 100 rounds of ammo); prices vary for add'l rounds
7415 Burleson-Manor Rd, Manor, TX; 512.796.9760*

<http://www.xtremepb.net/index.html>

Make my day, punk: Embrace your inner Dirty Harry and fire off both pistols and shotguns at the Eagle Peak Shooting Range in Leander. They may be just paper targets, but the streets are safer without 'em.

*Range fee, \$10 for a lifetime card, plus \$10 per day admission; Gun rentals \$12 (plus ammo)
20026 Lindeman Lane, Leander, TX; 512.267.1400
<http://eaglepeakshootingrange.com/epsr.htm>*

Jump, Mr. Bond: For ultimate spy-grade adrenaline, we recommend taking to the skies... then falling from them. Texas Sky Diving Center will have you jumping in 2-3 hours, with no previous experience. You may end up pleasantly shaken and stirred, but isn't that the point?

*1st tandem jump \$199; solo freefall (with class) \$265
1055 PR 7022 (Rt. 696), Lexington, TX; 979.773.9100
<https://www.texasskydiving.com/>*



Photo courtesy of Cypress Valley Canopy Tours



Sample #2

Job: Texas Gear Up website (a college-readiness website for high school students)

Deliverable: Marketing write-ups (career descriptions, summary of news articles)

Client: Texas Education Agency

Contracted through: AMS Pictures

Reference: Breanne Hull, Account Director - bhull@amspictures.com

CAREER DESCRIPTIONS (for High School students)



Splash screen for the Biological Technician entry on the Texas Gear Up website.

Career profile page to follow.

THE SCOOP

It's CSI without the crime (or the endless supply of sunglasses). That's right—biological technicians are the cool kids in the laboratory, setting up and using things like microscopes, test tubes, and centrifuges (the things you put blood samples in that spin really fast) to conduct all kinds of tests and experiments. Then they analyze the data and write reports on what they discovered. As a bio tech, you've got to be on your game, because you may be working with weird and dangerous substances. But you just might find cures for diseases while you're at it! If you like science, math, helping the world, or all three, then this job may have your name written all over it.



THE IMPACT

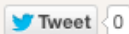
Bio techs get to do some of the greatest good of all by helping scientists develop medicine that fights illnesses or cures diseases.



THE FACT

These technicians get to be where all the latest, mind-blowing scientific developments are—from nanotechnology (molecule-sized machines that could repair cells) to printers that actually print new skin for burn victims.

SHARE



THE DETAILS

DEGREE
REQUIRED

BACHELOR'S DEGREE

4

YEARS OF COLLEGE

AVERAGE SALARY

\$39,020

FUTURE
JOB GROWTH

AVERAGE

HOT
SPOTS
FOR THIS JOB



Additional career profile that is viewed in the same format as the Biological Technician page from above on the Texas Gear Up website:

Economist

Career Overview

Dollar bills, yo. That's what's on an economist's mind, all day, everyday. Economists are essentially financial advisors—they often work for private consulting firms, and their clients could range from individuals and small businesses all the way up to the federal government. They rock some serious math skills, and have a keen eye for examining history and trends to predict what will happen in the future—like what a company's profits might be, or if the stock market will go up, and so on. These are important jobs, so you've got to get pretty schooled to get them (a Bachelor's and a Master's degree)—but if you're fascinated by finance, then this is a career you can bank on.

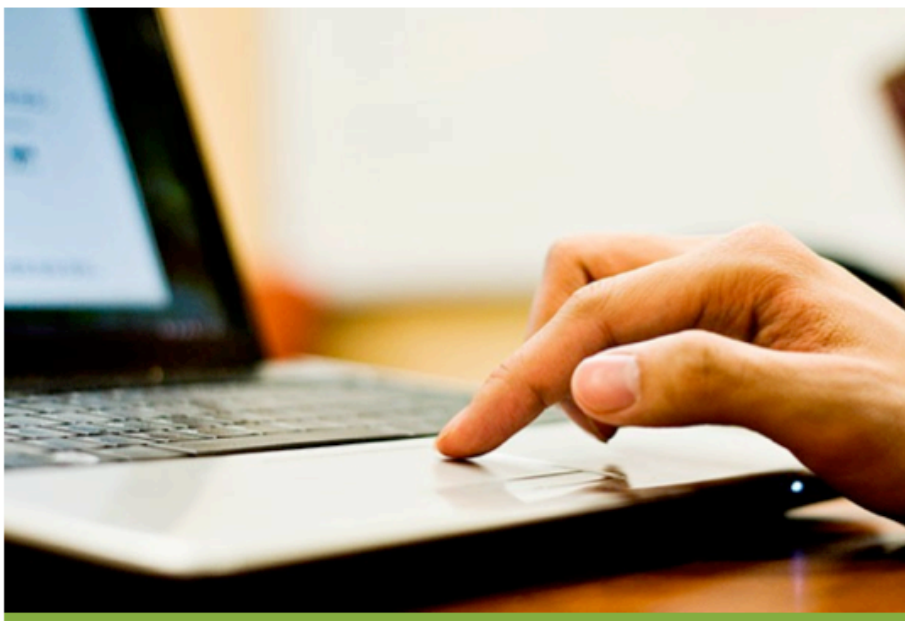
Career Fact: One of the top jobs an economist can get is to be Chairman of the Federal Reserve—probably the most famous man to have had this job is Alan Greenspan, who was appointed by President Reagan in 1987 and kept the job all the way to 2006.

Social Good: Economists study not just money, but products that are sold and how they are distributed—they may be able find ways to cut the costs of producers, which in turn would lower prices for consumers.

NEWS ARTICLE SUMMARIES (for High School teachers)

AUG
1

DIGITAL DIPLOMAS: THE REAL DEAL?



Since today's students are online all the time, it would make sense to find ways to legitimately educate them in their natural habitat (so to speak). With Internet speeds fast enough to stream multiplayer 3-D games and live HD-quality video and audio, creating a virtual classroom and teaching a college-level course over the web should be a walk in the park.

The real challenge for online courses thus far seems to have been one of legitimacy. Now, a new program that offers a three-year, online master's degree in computer science at the University of Georgia seeks to change all that. The innovative program will cost \$7,000 and will culminate in an accredited university degree. *TIME* investigates how such a venture could really take off, what its challenges are, and what this might mean for the future of affordable college education for everyone.

[Read the article...](#)

*You can read the article
at:*

[business.time.com/2013/05/
21/the-7000-computer-
science-degree-and-the-
future-of-higher-education/](http://business.time.com/2013/05/21/the-7000-computer-science-degree-and-the-future-of-higher-education/)

Additional news article summary that is viewed in the same format as the Digital Diplomas page from above on the Texas Gear Up website:

Careers on Fire

Knowing where the jobs are can influence decisions students make about what colleges to attend and what fields to study. It can also help them determine how to best use their free time right now—could working on music, art, computer, or construction projects give them skills that are or will be in demand? Or would it behoove them to cultivate the simple yet vital skill of conversation?

An important question to ask is what kinds of jobs have seen a growth spurt since the recession. Most likely, these jobs are key to rebuilding a company's infrastructure or contributing directly to its bottom line. The following infographic shines a spotlight on just what those jobs are and, equally importantly, what skills are needed for the most in-demand ones on the list. You and your students will want to take note of the greater emphasis on soft skills over those more technical in nature.

View the infographic: <http://www.rasmussen.edu/images/blogs/1361464609-hotskills.JPG>



Sample #3

Job: CompassLearning website (public-facing site for e-learning company)

Deliverable: Marketing copy

Client: CompassLearning

Contracted through: N/A (was Editorial Director, staff position)

Reference: Mark Hammer, Vice President of Marketing - mmhammer@gmail.com

CompassLearning High School

The challenges of educating high school students are varied and complex. When compounded with the reality that schools and teachers are being asked to do more with less, they can become quite daunting.

Your mission as an educator, however, is to set a foundation of academic achievement that your students can build upon, empowering them with the skills they need for success in the greater world outside the classroom.

It's here that CompassLearning can help. Our web-based course offerings provide curriculum that is rich and engaging, entertaining and enlightening, and can stimulate a student's interest in and retention of course content in unique ways that have been proven effective. Schools and districts across the nation are using data from leading assessments (such as NWEA MAP) in conjunction with CompassLearning's rigorous and interactive curriculum to provide unparalleled personalized learning experiences for their students.

Our powerful CompassLearning management system allows teachers to easily and automatically configure individualized learning paths for every student, ensuring that instruction is tailored to a student's particular learning needs. Personalized learning provides the key to greater achievement

for students not only in standardized assessment, but in all of high school and future academic and professional pursuits.

CompassLearning Odyssey offers:

- Rigorous content in every subject aligned with State and Common Core State Standards
- A humorous, conversational style, appropriate for teens, designed to capture and hold students' attention
- Direct instruction delivered through interactive labs, videos, reading passages, and animations
- Interactive activities that not only instruct but provide review of concepts
- Reporting tools to track and measure individual, classroom, school, and district performance
- Supplemental online electives in a variety of subjects
- Glossaries of terms that are pronounced, defined, and illustrated
- Credit and grade recovery in the event students fall behind in a subject
- Advanced Placements courses (College Board-approved)
- ACT and GED test-prep tools



Sample #4

Job: Interactive guided tour of CompassLearning's Odyssey program (for company website)

Deliverable: Script

Client: CompassLearning

Contracted through: N/A (was Editorial Director, staff position)

Reference: Ricardo Latorre, Creative Director - rlatorre@compasslearning.com

GUIDED TOUR

INTRODUCTION

VOICE

Hey. How's it going? Welcome to the CompassLearning Guided Tour. I'm Steve and, well, I'm gonna be your guide.

(pause)

So, what is it we do here? Well, I'll tell you what-- let me grab a little coffee first before we get going...

SOUND of coffee pouring.

VOICE (CONT.)

(sips the coffee)

Oh yeah-- good stuff, my friend.

(beat)
Hey, you know, that's kind of
like CompassLearning. Yeah--
yeah, you see, we provide schools
with a, a hearty brew of software
programs to stimulate kids' minds
and improve education.

GRAPHICS/ANIMATION of K thru 12, information poured into kids'
brains, excitement, learning, etc.

VOICE
And, you know, we like to call
this premium blend of web-based
curriculum "CompassLearning
Odyssey".

GRAPHICS/TEXT of Odyssey programs.

VOICE
Okay, so, before we go any
further, I'd kind of like to know
a little more about why you're
here. So, you know... why are you
here?

DECISION POINT INTRO

TEXT APPEARS: (A) I'm a school administrator. (B) I'm a teacher.
(C) I'm a parent. (D) I was just in the neighborhood. (E) I need
a hug.

(A) USER CHOOSES "I'm a school administrator."

VOICE

So, you're-- you're an
administrator, huh? The "Big
Cheese", so to speak.

Appropriate GRAPHIC/ANIMATION here.

VOICE
I mean, of course, you know, a
quality cheese-- perhaps a smoked
gouda, or maybe a nice brie...

Appropriate GRAPHIC/ANIMATION here.

VOICE
Anyway, I think I know what
you're interested in...

TEXT APPEARS: Adequate Yearly Progress. Perhaps FANFARE
accompanies it.

VOICE
Guess it's a tough job making
sure you hit those state
standards every year, right?

DECISION POINT A

TEXT APPEARS: (A1) You better believe it! (A2) Actually, we do
pretty well. (A3) Let's go back to the home page.

(A1) USER CHOOSES "You better believe it!"

VOICE
Hey, I feel your pain. Not as

much as you do, I'm sure, since,
you know, it is your pain.

MAIN CONTENT POINT A1

VOICE

So, here's the deal: remember
when I mentioned Odyssey? Yeah,
well, it's web-based curriculum,
it's got your math and reading in
there-- along with a lot of other
stuff-- and it's all about
engaging kids in new ways so
they'll do better in school.

Appropriate GRAPHIC/ANIMATION here.

VOICE

Now, on your end of things,
Odyssey's gonna let you generate
reports so you can track student
achievement.

SCREEN SHOTS and/or appropriate graphics.

VOICE

You can get really specific, too.
Say you wanted to see Algebra
scores from every 4th grade in
your district. Well, presto-- you
could see that.

SCREEN SHOTS and/or appropriate graphics.

VOICE

And then, if you wanted, you
could break out a report that

showed just the scores of all the
4th grade boys from low-income
families who have red hair.

BILLY, the red haired kid, appears.

VOICE
Okay, maybe not the red hair
part.

His HAIR disappears, and he grabs his head and runs SCREAMING
from the screen.

VOICE
But you get the picture. So,
anyway, there you have it.
Improving and tracking student
achievement. That's what
CompassLearning's all about. So,
what would you like to do now?

DECISION POINT A1

TEXT APPEARS: (A1.1) I should probably get going. (A1.2) I'd like
to learn more.

USER CHOOSES (A1.1) "I should probably get going."

VOICE
Hey, of course-- you're a mover
and a shaker. I understand.

Appropriate GRAPHIC/ANIMATION here.

VOICE
So, you know, thanks for checking
out the CompassLearning guided
tour. Come back anytime.

WINDOW CLOSES automatically.

USER CHOOSES (A1.2) "I'd like to learn more."

VOICE
Okay, no problem. Let's go back
to the beginning, and you can put
yourself in someone else's shoes
to watch more of the tour.

Appropriate SHOE GRAPHIC/ANIMATION as we

JUMP TO the home page.

(A2) USER CHOOSES "Actually, we do pretty well."

VOICE
Ah, I see. Wish I'd been one of
your students. Clearly, you've
got great programs and pretty
smart kids. Well, what if I told
you that CompassLearning can not
only keep you on track, but we
can provide you with management
tools to make your job easier.

TEXT APPEARS: (A2.1) Guess I'd like to hear more. (A2.2) Thanks,
but I'm ready to go.

(A2.1) USER CHOOSES "Guess I'd like to hear more."

VOICE

Great! Let me just get a little
more coffee, and, you know, we'll
keep on going here...

SOUND of coffee pouring. Appropriate ANIMATION gets us back to

MAIN CONTENT POINT A1

(A2.2) USER CHOOSES "Thanks, but I'm ready to go."

VOICE

Hey, I hear you. Got places to go
and people to see. Well, come
back anytime if you want to learn
about all the great things that
CompassLearning can do for you
and your students. Catch you
later!

WINDOW CLOSES automatically.

(A3) USER CHOOSES "Let's go back to the home page."

VOICE

Want to start over, eh? Sure -
let me get you back to the home
page...

JUMP TO the home page.

END



Sample #5

Job: Interactive web-based HAZMAT training

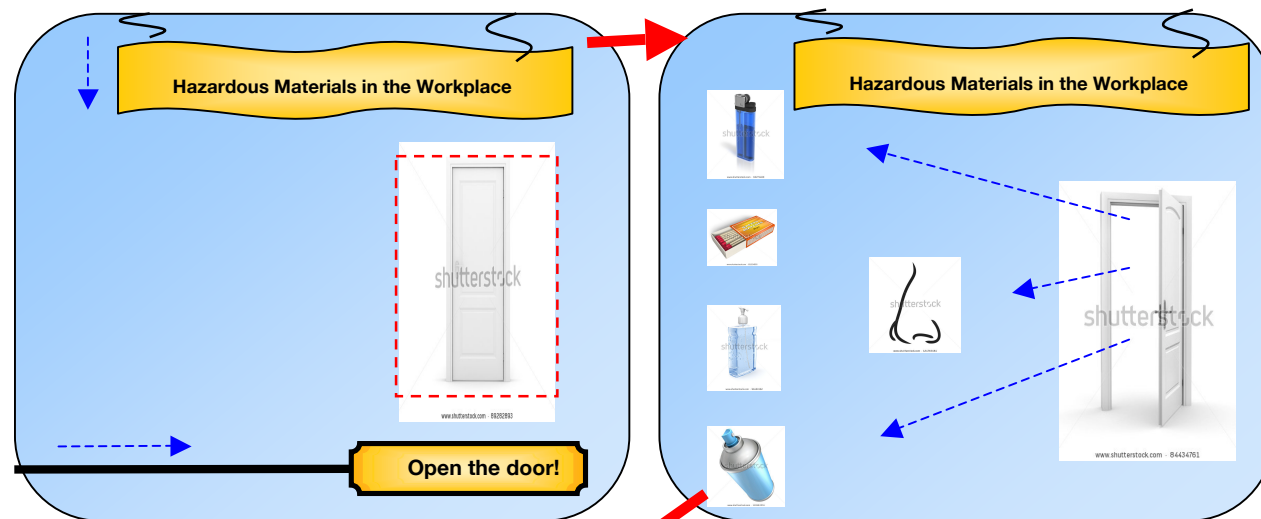
Deliverable: Visual and technical storyboards

Client: Altria (William Morris)

Contracted through: Simply Interactive

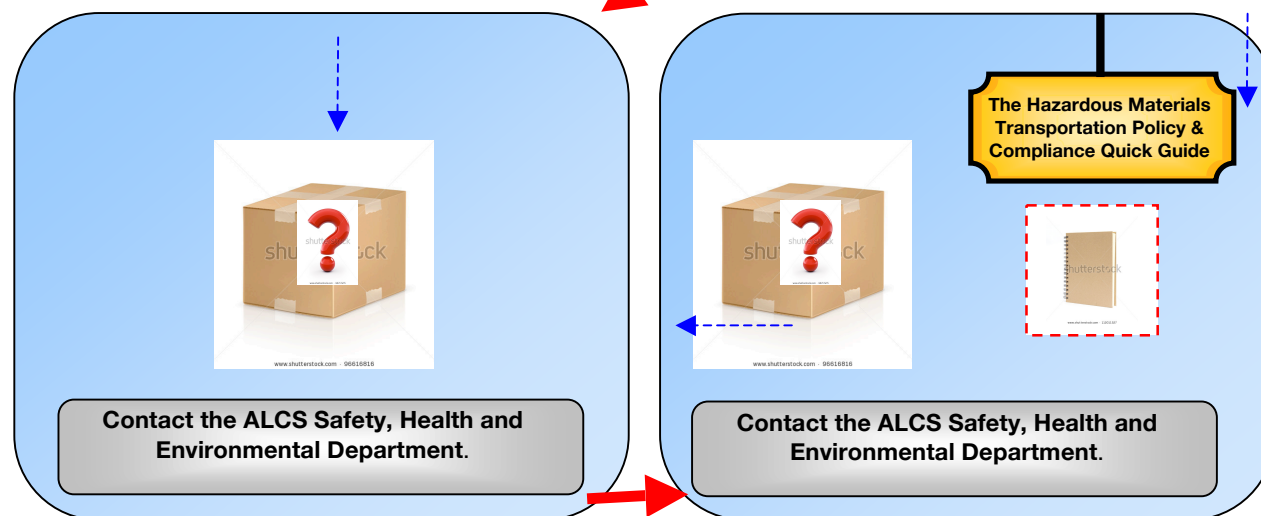
Reference: Aimee Lantzy, Lead Instructional Designer - aimee@simplyinteractive.net

Visual



VO

1. Remember that many common materials we find in our workplace are considered hazardous materials
(PAUSE TIL USER CLICKS ICON)
2. This includes lighters, matches, hand sanitizers and aerosols. Additionally, materials that have a strong odor may also be considered hazardous for transportation by airplane.



3. If you have any doubts about the contents of a package you need to ship, contact the ALCS Safety, Health and Environmental Department.
4. Their experts will help you understand the Hazardous Materials Transportation Policy and Compliance Quick Guide and they can provide hazardous materials shipping services for you.
(PAUSE TIL USER CLICKS ICON)

Flash Notes	Additional Notes for the Developer:	Branching and Feedback Notes:
<ol style="list-style-type: none"> 1. Clear screen 2. Bring in door image 3. Play VO1 4. Drop banner in sync 5. Bring in signpost from left 6. Make door a hotspot (clickable) 7. Pause til user clicks door 8. Retract signpost and animate door opening 9. Animate images coming out of door in sync 10. Clear screen 11. Drop package down (no strings) 12. Play VO3 13. Overly question mark on package in sync with "doubts" 14. Bring in bottom text box in sync 15. Play VO4 16. Animate package moving to left, and then bring in handbook icon 17. Lower signpost in sync 18. After VO4 plays, make handbook icon clickable - on click, user will download pdf or open handbook inside training app? 		