Prefix and Course Number	**ENGL 335**
Course Title	**Technical and Professional Writing**

Last Modified: Winter 2016

Course Learning Outcomes

By the end of this course, a student should be able to:

— Clearly convey specialized information from a technicolor professional field to a variety of audiences, both within and outside the field of specialization

— Use appropriate formats and conventions derived from individual disciplines.

— Analyze, and respond appropriately to, a variety of audiences and rhetorical situations relevant to technical and professional writing.

— Edit documents to produce clear, correct prose that achieves an appropriate level of formality.

— Research technical or professional issues using tools and approaches appropriate to relevant career fields.

— Demonstrate the ability to assess, and contribute to solving, technical or professional problems using communication tools including writing, research, and oral presentation.

— Collaborate effectively with peers to produce, test, and improve documents suitable for technical or professional contexts.

— Design, research, and present a substantial writing project appropriate to the student's anticipated major or career field.

— Use principles and tools of document design to incorporate appropriate and effective visual elements into writing.

Course Outline

I. **Overview: Major differences between academic and workplace writing**
II. **Conventions and expectations of your profession**
    A   Locating professional organizations in your field
    B. Locating key publications in your field
    C. Identifying contemporary issues in your field
III. **Ethical and Legal Considerations**
    A Society for Technical Communicators guidelines
    B. Dilemmas in the workplace
    C. Legal obligations of technical and business writers
IV. **Writing Professional Correspondence**
    A   Memos, Letters, E-mails, and other workplace formats
    B.   Job-application materials
V. **Editing**
    A   Editing for correctness
    B.   Editing for concision
    C.   Editing for style and coherence

VI. **Proposals and other workplace reports**

    A Solicited proposals and RFPs

    B. Non-solicited proposals

    C. Status reports, Recommendation reports

    D. Definitions, Descriptions, Instructions

VI. **The Role of Research**

    A   Differences between academic and workplace research

    B. The research process: Where to find the information your reader needs

    C. Primary research

        1. Interviews

        2. Surveys

        3. Direct observation

    D. Secondary research

        1. Scholarly, professional, and trade journals

        2. Books

        3. Web resources

    E. Summary, paraphrase, quotation

    F. Documentation of sources

VII. **Using Visuals and Document Design**

    A   Qualities of well-designed documents

    B. Principles of design

        1. Balance

        2. Contrast

        3. Movement

        4. Proportion

        5. Repetition

    C. Other considerations

        1. Fonts and typography

        2. Colors and shading

        3. Simplicity

        4. Using visuals ethically

VIII. **Effective Collaboration**

    A. Writing collaboratively

    B. Using electronic media in collaboration

    C. Intercultural communication

IX. **Oral presentations**

    A. Elements of effective presentations

    B. Oral presentation of research projects

X. **Incorporating Multimedia in Technical and Professional Writing**

    A. Visual Rhetoric

    B. Using video and audio elements

    C. Writing for the Web

        1. Biogs and web sites

        2. Social media considerations

    D. Repurposing Information for a new context or audience