ENG-2151: TECHNICAL WRITING

Cuyahoga Community College

Viewing: ENG-2151 : Technical Writing

Board of Trustees:
March 2021

Academic Term:
Fall 2021

Subject Code
ENG - English

Course Number:
2151

Title:
Technical Writing

Catalog Description:
The role of writer and audience in the technical communication process; emphasis on the actual writing and evaluation of technical, business, and online documents; includes layout, design principles, and ethical issues as well as writing for diverse audiences. Requires individual and group writing projects and presentations.

Credit Hour(s):
3

Lecture Hour(s):
3
Lab Hour(s):
0

Other Hour(s):
0

Requisites

Prerequisite and Corequisite
ENG-1010 College Composition I, or ENG-101H Honors, or departmental approval.

Outcomes
Course Outcome(s):

Analyze the qualities of representative technical, business, and online documents through discussion and writing.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.
Information Literacy: Acquire, evaluate, and use information from credible sources in order to meet information needs for a specific research purpose.

Objective(s):

1. Define technical writing and distinguish technical documents from other writing formats.
2. Analyze writing situations according to purpose, context/organizational culture, audience, relevance, usability, and accessibility.
3. Recognize effective technical communication in representative documents by evaluating them through the analysis of written documents.
4. Analyze primary and secondary audiences and evaluate methods of writing to them.
5. Evaluate the effectiveness of visuals and graphics in representative technical documents, including typography and overall layout (topography).
6. Analyze the characteristics of reliable, credible sources/resources in representative technical fields.
7. Examine the ethical issues involved in technical communication.

Course Outcome(s):

Write representative business, technical, and professional documents.

Essential Learning Outcome Mapping:

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

1. Demonstrate an understanding of purpose, context/organizational culture, audience, relevance, usability, and accessibility in all communication, written or oral (scripted presentations).
2. Write a range of business, technical and professional documents.
3. Create and incorporate effective visuals and/or graphics in at least one assignment for the course.

Course Outcome(s):

Edit and revise documents, reports, visuals, and graphics.

Essential Learning Outcome Mapping:

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

1. Use process-writing techniques to incorporate revision throughout the drafting process.
2. Use editing and proofreading techniques to find and correct errors in punctuation, grammar, spelling, and typing.
3. Revise document design to improve typography and layout (topography).

Methods of Evaluation:

1. Minimum of five major written projects
2. Case studies
3. Written exercises to develop skills for each major assignment
4. Quizzes
5. Final examination

Course Content Outline:

1. Introduction to technical communication
   a. Main characteristics
      i. Accessibility
      ii. Usability
      iii. Relevance
   b. Types of documents
      i. Memos
      ii. Letters
      iii. Resumes
      iv. Brochures
      v. Manuals
      vi. Instructional/how to
      vii. Reports
      viii. Electronic - email/websites/PowerPoint
      ix. Articles
      x. Interviews
2. Purpose
   a. Primary
   b. Secondary
3. Audience
   a. Primary
   b. Secondary
   c. Psycho-graphics
   d. Demographics

     e. Vertical
     f. Horizontal
4. Context
    a. Organizational setting
    b. Cultural issues
5. Research
    a. Primary
       i. Interviews
       ii. Surveys
       iii. Observations/experiments
       iv. Public records/organizational publications
    b. Internet
       i. Email
       ii. The Web
       iii. Electronic magazines
       iv. OhioLink
    c. Secondary
6. New media
    a. Writing
    b. Design
    c. Technical issues
    d. Email
7. Ethical issues
    a. Case studies
    b. Ethical choices
8. Legal issues
    a. Copyright
    b. Privacy
    c. Fair use doctrine
9. Visual effectiveness
    a. Typography
    b. Fonts
    c. Page layout
    d. Table of contents
10. Graphics
    a. Accessibility
    b. Usability
    c. Relevance
    d. Types
    e. Color
    f. Ethics
    g. Cultural considerations
11. Business communication
    a. Email
       i. Format
       ii. Audience
       iii. Purpose
       iv. Rules
    b. Memos
       i. Purpose
       ii. Audience
       iii. Layout
       iv. Types
    c. Letters
       i. Purpose
       ii. Audience
       iii. Layout
       iv. Types
12. Writing for the job

      a. Resumes
      b. Types: functional, chronological
      c. Layout/organization
      d. Strategies/characteristics
13. Cover letters
      a. Purpose
      b. Organization
      c. Strategies
14. Professional writing
      a. Reports
          i. Types
         ii. Purpose
        iii. Format/organization
      b. Brochures
      c. Flyers
      d. Manuals
      e. Instructional/how to
         a. Layout/organization
         b. Types
         c. Characteristics
      f. Articles/interviews
         a. Layout/organization
         b. Types
         c. Characteristics
15. Group collaborations
      a. Reports
      b. Oral Reports

Resources

Alred, Gerald J, Charles T. Brusaw, and Walter E. Oliu. *Handbook of Technical Writing*. 12th. New York: Bedford/St. Martin's, 2019.

Gross, Allison, Annemarie Hamlin, Billy Merck, Chris Rubio, Jodi Naas, Megan Savage, and Michele DeSilva. *Technical Writing*. Expanded Edition. Salem, OR: Open Oregon Educational Resources, 2016. OPEN EDUCATIONAL RESOURCE: open.umn.edu/opentextbooks/textbooks/412

Kinonen, Amber, Joseph Mold, Edie Erickson, and Shawn Curtin. *ENGL 145: Technical and Report Writing*. 1st. Escanaba, MI: Bay College, 2017. OPEN EDUCATIONAL RESOURCE: www.oercommons.org/courses/bay-college-engl-145-technical-and-report-writing/view

---

Markel, Michael H. *Technical Communication*. 12th. Boston: Bedford/St. Martin's, 2017.

Markel, Mike. *Practical Strategies for Technical Communication*. 3rd. Boston, Bedford/St. Martin, 2019.

McMurrey, David. *Online Technical Writing: Contents Free Online Textbook for Technical Writing*. Mountain View, CA: Creative Commons Attribution 4.0 International License, 2017. OPEN EDUCATIONAL RESOURCE: www.prismnet.com/~hcexres/textbook/

Wiens, Kyle, and Julia Bluff. *Tech Writing Handbook*. San Luis Obispo, CA: Dozuki, 2020. OPEN EDUCATIONAL RESOURCE: help.dozuki.com/Tech_Writing

---

Resources Other

1. *Journal of Business and Technical Communication* http://rave.ohiolink.edu/ejournals/journal/249345637 (http://rave.ohiolink.edu/ejournals/journal/249345637/)
2. *Journal of Technical Writing and Communication* http://rave.ohiolink.edu/ejournals/journal/251939858 (http://rave.ohiolink.edu/ejournals/journal/251939858/)
3. *Technical Communication Quarterly* http://rave.ohiolink.edu/ejournals/journal/249345731 (http://rave.ohiolink.edu/ejournals/journal/249345731/)

4. Association of Teachers of Technical Writing
https://attw.org/
5. Society for Technical Communication
https://www.stc.org/
6. The Online Writing Lab (OWL) at Purdue: "Professional, Technical Writing"
https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/index.html (https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/)

Instructional Services

OAN Number:
Ohio Transfer 36 TME002

Top of page
Key: 1849