Today in Class…part I

- Our focus for the semester: reflective practice in/of Technical Writing
- Our influences: Rhetorical Theory, Genre Theory, User-Centered Design

Today in Class…part II

- Touring Web Site
- Class Format
- Syllabus, Texts
- Projects
- Setting Goals
- Individual Project Page
- Intro memo
The Resources Page

Let's Look at the Syllabus

- Course Description
- Policies and procedures
- Projects

And now for the schedule(s)...

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Doing The Numbers

- 28 Class Meetings
- 5 Writing Projects (1 Team, 4 Indy)
- 22 Readings (20 from text, 2 distributed via the website)
- 2 textbooks...(actually 1 website and 1 textbook)
Getting to know you…

1. Download the template for the individual memo from the TW resources page
2. Draft the memo, following the guidelines in the template
3. Post the memo to your project page on the web*

What project page?

Your project page is any sort of web page where you can post assignments. This is how you’ll turn in many of your projects in this class.

You can use one of the templates on the TW resources page and post it to your AFS account. Or…you can use another page you have…a blog, etc.

Setting Your Goals

The Individual Memo

Goal Areas
- Tools and Techniques
- Teaming
- Design Process
- Presentation and Persuasion
- Deliverables
Self-Assessment Questions
For each area, consider...

- Your background w/ that area
- Your aspirations for that area

Tools and Techniques
Ability to use tools and techniques related to TW
- writing tools;
- web design tools;
- research tools
- visual design tools;
- database tools;
- scripting tools

Teaming
ability to work in teams on

Design
ability to use an explicit design methodology fully, giving due weight to
- requirements analysis
- conceptual models
- user-centered principles
- solid implementation

Presentation and Persuasion-1
ability to present ideas to an audience in order to
- inform
- get buy-in
- build relationships
- establish credibility
Presentation and Persuasion-2
an ability to
– make an effective argument
– develop a clear presentation
– marshal technical content effectively
– analyze project needs
– consider counter-arguments

Deliverables
Consider the full range of information design and presentation
– high-quality print documents
– web-based information and interactions
– compelling presentations
– effective intra-team communication and client correspondence

To Do this Week
• Buy the books
• Bookmark the class page, visit often
• Post your project page
• Draft, post, and create a link to your intro memo

Reading
• Read Miller “A Humanistic Rationale for Technical Communication” for Thursday
• Also, read “How to Use PWOnline” and “The Rhetoric of Professional Writing”
• Browse through the whole PWO site to become familiar with it