



South Central College

ENGL 240 Technical Communication

Course Outcome Summary

Course Information

Description	This course will teach the essential skills of technical communication. It is an introduction to written communication, design production, and design evaluation of technical information. Adapting technical material using a procedural writing style targeted for specific audiences is emphasized. Students will be using rhetorical analysis, collaborative writing, and usability testing. Topics include the design, writing, and editing of proposals and reports. (Prerequisite: ENGL 100 or a score of 104 or higher on the sentence skills portion of the Accuplacer test) (MnTC Goal Area 1 - Communication)
Total Credits	4
Total Hours	64

Types of Instruction

Instruction Type	Credits/Hours
Lecture	4/64

Pre/Corequisites

ENGL 100 or a score of 104 or higher on the sentence skills portion of the Accuplacer test.

Institutional Core Competencies

Communication - Students will be able to demonstrate appropriate and effective interactions with others to achieve their personal, academic, and professional objectives.

Course Competencies

1. Technical Communication Fundamentals

Learning Objectives

Understand the differences and similarities between composition and technical communication with a focus on those styles and approaches particular to technical writing.

Develop and awareness of writing as a recursive process of prewriting, drafting, revising, and editing prior to finalizing documents.

Develop multi-paragraph, cohesive documents tailored to specific writing contexts.

Write concise, precise, efficient, and effective sentences using active verbs and accurate vocabulary choices.

2. Audience Analysis

Learning Objectives

Analyze contexts in communication and tailor styles and structures of technical documents according to different occasions, audiences, and purposes.

Analyze usable and practical designs for achieving effective document preparation according to the environments of document use.

Analyze the audience characteristics and needs among non-technical, semi-technical, and highly technical audiences (expert, technician, manager and general readers).

Understand the differences between primary and secondary audiences and how these categories affect document design.

Understand the cultural variables that affect global communication.

3. Document Design

Learning Objectives

Understand the importance of creating information modules through the use of queuing, bulleting, and listing.

Understand the importance of consistency in typeface and font formatting when organizing textual information.

Understand and utilize the Style function in Word.

Understand and apply the four principles of design (proximity, alignment, repetition and contrast).

Develop documents that are visually appealing and easily navigated.

4. Visual Competencies

Learning Objectives

Understand the importance of visuals in communication through charts, diagrams, maps, pictograms, photographs, clip art and icons.

Understand and apply the principles of figure-ground contrast.

Understand and apply the principles of grouping and clustering.

Understand and apply the principles of arrangement, emphasis, clarity, conciseness, tone and ethos in visual presentations.

5. Collaborative Writing

Learning Objectives

Understand and follow the guidelines for engaging in collaborative writing.

Understand and apply the importance of active listening when working in collaborative situations.

Understand the differences between face-to-face and electronic collaboration.

Engage in a variety of collaborative writing situations.

6. Web Design

Learning Objectives

Understand the fundamentals that constitute effective Web page design.

Understand the importance of sans serif typeface in electronic communication.

Incorporate effective visual and textual design principles in a web design project.

Understand the basics of Web design software.

7. Usability Testing

Learning Objectives

Understand the purpose and guidelines of usability testing.

Understand the differences in usability testing of online documents.

Interpret and utilize the results from usability testing.

8. Proposals and Reports

Learning Objectives

Analyze and discuss different types of proposals and reports.

Understand the elements of effective reports and proposals.

Understand the difference between solicited (RFP) and unsolicited proposals.

Understand the differences between planning, research and sales proposals.

Understand the components and functions of front and back matter (such as letters of transmittal, abstracts, indexes, glossaries) in technical communication.

Produce proposals and reports specific to student's intended major.

Apply appropriate style-guide formatting to references within a bibliography or works cited page.

SCC Accessibility Statement

South Central College strives to make all learning experiences as accessible as possible. If you have a disability and need accommodations for access to this class, contact the Academic Support Center to request and discuss accommodations. North Mankato: Room B-132, (507) 389-7222; Faribault: Room A-116, (507) 332-7222.

Additional information and forms can be found at: www.southcentral.edu/disability

This material can be made available in alternative formats by contacting the Academic Support Center at 507-389-7222.