



## UNIVERSITI TEKNOLOGI MARA

### EPC555: TECHNICAL WRITING

<b>Course Name (English)</b>	TECHNICAL WRITING <b>APPROVED</b>
<b>Course Code</b>	EPC555
<b>MQF Credit</b>	4
<b>Course Description</b>	The course focuses on developing business writing skills to produce a variety of business-related technical documents. The course introduces students to the principles of effective technical writing and document designs. Students will apply the principles and skills of designing, drafting, proofreading and editing to produce clear, concise, and effective business-related documents. Students are exposed to a variety of formats, as well as strategies for marketing and promotional purposes, and concise and precise language in writing different types of business-related documents.
<b>Transferable Skills</b>	- Demonstrate professional skills, knowledge and competencies (Expert in Field) - Demonstrate ability to investigate problems and provide effective solutions (Systematically Inquisitive) - Demonstrate ability to work professionally and contribute positively in a team (Experienced Collaborator)
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Case Study, Web Based Learning, Language Enrichment Activities, Reading With Emphasis On Vocabulary, Reading Into Writing Task, Discussion, Small Group Sessions , Journal/Article Critique, Supervision, Collaborative Learning, Project-based Learning
<b>CLO</b>	CLO1 Create a portfolio of company-related documents that adhere to effective technical writing principles and document designs for business purposes and information management CLO2 Analyze and edit texts in business-related technical documents for language accuracy and conciseness CLO3 Appraise the progress of the assigned task/project for work accomplishment in a short report CLO4 Prepare and write a press release that is issued to members of the news media for marketing and promotional purposes
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to the course</b> 1.1) Course overview 1.2) Distinguishing technical/business writing from other types of writing 1.3) Identifying various types of business writing 1.4) Explaining group project and assignments and providing early instructions on preparing for the assigned tasks	
<b>2. Principles of technical writing</b> 2.1) Differences between technical and non-technical writing: Different genres of technical writing 2.2) Purpose and audience for technical documents 2.3) Organizing content for readability 2.4) Clarity, accuracy and precision in technical language 2.5) Collaborative writing 2.6) Effective document design	
<b>3. Design of technical documents</b> 3.1) Graphics in technical documents 3.2) Document design 3.3) Forms of business writing 3.4) Business Writing Styles	

<p><b>4. Documents for a Company Portfolio: 1. a company profile, 2. a brochure about the company product(s)/service(s), 3. an instruction manual about the company product or service, and 4. a homepage design</b></p> <p>4.1) Comparing and contrasting company profiles/flyers/brochures/leaflets/instruction manuals that make up a company portfolio</p> <p>4.2) Analyzing the language of company portfolio documents</p> <p>4.3) Examining the homepage of company websites with specific focus on language use</p> <p>4.4) Researching effective design and layout for the different types of business writing</p>
<p><b>5. Developing company homepage: Applying visual and verbal language</b></p> <p>5.1) Editing and proofreading a company homepage for language accuracy and readability</p> <p>5.2) Positioning verbal language in relation to visual language for impact and accuracy</p>
<p><b>6. Proofreading company profile/brochure/instruction manual/homepage</b></p> <p>6.1) Proofreading company profile/brochure/instruction manual for language accuracy</p> <p>6.2) Designing a company homepage based on knowledge of structure and language use</p> <p>6.3) The visual and verbal language of print advertisements</p>
<p><b>7. Proofreading and editing routine workplace correspondence</b></p> <p>7.1) Comparing and contrasting the language in e-mails, memos, business letters, and media releases</p> <p>7.2) Error correction of language and editing of texts: e-mails, memos and business letters</p>
<p><b>8. Proofreading and editing: Editing and Proofreading Test</b></p> <p>8.1) Focus on language use and format of long reports such as an analytical report or a feasibility report</p> <p>8.2) Editing and proofreading language in sample reports</p> <p>8.3) Test on editing and proofreading skills</p>
<p><b>9. Differentiating types of reports</b></p> <p>9.1) Introduction to the various types of reports found at the workplace</p> <p>9.2) Distinguishing between short and long reports</p> <p>9.3) Focus on the format and language of reports</p>
<p><b>10. Writing short reports</b></p> <p>10.1) Types of short reports: progress report, incident report, evaluation report</p> <p>10.2) Compiling sections of a memo format progress report: adherence to format</p> <p>10.3) Proofreading and editing Progress Report: Focus on language accuracy</p>
<p><b>11. Writing a memo format progress report</b></p> <p>11.1) Memo format progress report</p> <p>11.2) The progress that the team is making towards completing a project.</p> <p>11.3) Relevant information to the reader in a clear, concise, and effective manner</p>
<p><b>12. Preparing and writing press releases</b></p> <p>12.1) Writing a press release according to prescribed format</p> <p>12.2) Proofreading drafts of the press release to be issued to members of the news media for marketing and promotional purposes for language accuracy and adherence to format</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	For this individual assignment, identify an upcoming event at your company (product launch, CSR initiative, etc.) and prepare a press release for distribution to members of the news media for publication. In preparation for the write up, examine the format of a press release and conform to this format. Carefully revise and edit your writing.	15%	CLO4
	Assignment	In this pair-work assignment, prepare a progress report for a project (of between 6 months to 1 year) that you are involved in. You could be working towards the launch of a new company product or the renovation of a new outlet. Invent all necessary details. Refer to the format provided in Gerson, S.J & Gerson (2013)	25%	CLO3
	Group Project	Prior to beginning work on your group project, get into a group of four and create a fictitious company. All assignments that you complete for this course (individual, pair, and group work) must be tied to this organisation that you create. For this group-work, create a portfolio of company-related documents that adhere to effective technical writing principles and document designs for business purposes and information management. In your group, prepare the following documents: 1. a company profile, 2. a brochure about the company product(s)/service(s), 3. an instruction manual about the company product or service, and 4. a homepage design for the company website	30%	CLO1
	Test	Proofreading and editing texts	30%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Gerson, S. &amp; Gerson, S. 2013, <i>Technical writing: Process and product</i>, 8th edition Ed., Prentice Hall Upper Saddle River, NJ [ISBN: 978-032186494]</li> <li>• Pagel, L.G. 2010, <i>Proofreading &amp; editing precision</i>, 6th edition Ed., South-western Cengage Learning Mason, OH [ISBN: 0538450452]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Alred, G.J., Brusaw, C.T. &amp; Oliu, W.E. 2012, <i>The Handbook of Technical Writing</i>, 10th edition Ed., Bedford/St. Martin's Boston, MA [ISBN: 9780312679453]</li> <li>• Markel, M 2012, <i>Technical Communication</i>, 10th edition Ed., Bedford/St. Martin's Boston, MA [ISBN: 9780312679484]</li> <li>• Kaplan, B 2012, <i>Editing made easy: Simple rules for effective writing</i>, 9th edition Ed., Upper Access, Inc Hinesburg, VT [ISBN: 9780942679366]</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	