Variables of Effective Document Design

Situational analysis

+ Selection of appropriate format
+ Clear, concise, and coherent writing

= Effective document design

Strategies for Selecting Appropriate Formats

- Read the criteria or instructions carefully
- Review common formats used in professional practice

Common examples in engineering include: letters, memos, progress reports, schedules, budgets, proposals, technical reports, instructions, lab reports, presentations, virtual conferencing, etc.

Name that format?

- **Purpose:** To provide evidence that you understand two different perspectives of a poem in an English Literature course
- **Audience:** Your English Literature Professor

FORMAT???

Name that format...

- **Purpose:** To remember how you determined your pace in last week’s lab
- **Audience:** You + Dr. Camp + Mr. Black

FORMAT?

Name that format...

- **Purpose:** To notify a client that your engineering firm intends to present a proposal and invite the client to the presentation
- **Audience:** The client

FORMAT?
Instructions for Homework 2: Document Design

1. Review main points of class notes:
   Tech. Comm. HW2: Doc. Design on course website
2. Read “The Path to Good Paragraph Development” at www.ablongman.com/johnsonweb/7.1
3. Prepare memo as described

HW2, Part 1:
Situational Analysis

Use a memo format addressed to me to define your understanding of each of the following topics with an example of how the topic is relevant in Proj. 1:

- Topic 1: Situational analysis
- Topic 2: Selection of formats in tech. comm.
- Topic 3: Specifications of formats for Proj. 1
- Topic 4: Use of style to enhance document design

NOTE: See link to memo template on HW2 assignment sheet

HW2, Part 2:
Doc. design and lab data

Write a brief paragraph explaining how each of the following types of document design can be useful when collecting data and taking lab notes in your lab journal:

- Situational analysis
- Formatting choices
- Style choices

HW2, Part 3:
Submission Procedures

Limit your memo to 1 page

Print out HW assignment page and submit with HW2 memo

HW2 due dates = 9/13 (M/W); 9/14 (T/TH)

Any Questions?