

Subject Code	ENGL317
Subject Title	English for Technical and Web-based Writing
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	None
Objectives	This subject aims to enhance students' linguistic and computer literacy. The students learn to use text and image creatively to convey information persuasively and effectively to target audience. They are expected to achieve clarity, correctness and conciseness in technical writing and develop computer skills to go beyond words using multimodal elements in professional communication.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>Category A: Professional/academic knowledge and skills</p> <ol style="list-style-type: none"> a. display a understanding of issues related to human computer interaction b. critically analyze the discourse features, principles and characteristics of online documents and technical writing and be able to incorporate these features into the written production of such document; c. creatively apply multimodal elements in technical and web-based writing; d. produce creative, effective and functional technical documents and web pages to meet audience needs; <p>Category B: Attributes for all-roundedness</p> <ol style="list-style-type: none"> e. creativity in writing and design and ability to work independently and within a team. f. development of a global outlook and an awareness of cultural diversity in technical writings and websites.
Subject Synopsis	<ol style="list-style-type: none"> 1. Style in workplace writing to the general public 2. Description, definition and procedural texts in technical writing. 3. Understanding multimodal elements in writing, such as typography, colour, tables, charts, illustrations, and pictures. 4. Application of a variety of computer software for multimodal composition such as posters, invitation cards, brochures, leaflets, and user manuals. 5. Introductory web writing and webpage design.

Teaching/ Learning Methodology	The course is composed of task-based seminars catering for workplace needs of future professionals. Students learn to analyse the discoursal and semiotic features of various technical writing text types such as posters, leaflets, brochures and user guides and web pages. By undertaking step-by-step tasks from project planning, audience analysis, drafting, editing to publishing, students will gain the maximum benefit from this subject to bring text and image together.																																																					
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="448 506 1394 1070"> <thead> <tr> <th data-bbox="448 506 735 719" rowspan="2">Specific assessment methods/tasks</th> <th data-bbox="735 506 895 719" rowspan="2">% weighting</th> <th colspan="6" data-bbox="895 506 1394 645">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th data-bbox="895 645 979 719">a</th> <th data-bbox="979 645 1064 719">b</th> <th data-bbox="1064 645 1149 719">c</th> <th data-bbox="1149 645 1233 719">d</th> <th data-bbox="1233 645 1318 719">e</th> <th data-bbox="1318 645 1394 719">f</th> </tr> </thead> <tbody> <tr> <td data-bbox="448 719 735 824">1. A set of worksheet</td> <td data-bbox="735 719 895 824">30%</td> <td data-bbox="895 719 979 824">✓</td> <td data-bbox="979 719 1064 824">✓</td> <td data-bbox="1064 719 1149 824">✓</td> <td data-bbox="1149 719 1233 824"></td> <td data-bbox="1233 719 1318 824">✓</td> <td data-bbox="1318 719 1394 824"></td> </tr> <tr> <td data-bbox="448 824 735 898">2. Team project</td> <td data-bbox="735 824 895 898">40%</td> <td data-bbox="895 824 979 898">✓</td> <td data-bbox="979 824 1064 898">✓</td> <td data-bbox="1064 824 1149 898">✓</td> <td data-bbox="1149 824 1233 898">✓</td> <td data-bbox="1233 824 1318 898">✓</td> <td data-bbox="1318 824 1394 898">✓</td> </tr> <tr> <td data-bbox="448 898 735 1003">3. Personal webpage</td> <td data-bbox="735 898 895 1003">30%</td> <td data-bbox="895 898 979 1003">✓</td> <td data-bbox="979 898 1064 1003"></td> <td data-bbox="1064 898 1149 1003">✓</td> <td data-bbox="1149 898 1233 1003">✓</td> <td data-bbox="1233 898 1318 1003"></td> <td data-bbox="1318 898 1394 1003">✓</td> </tr> <tr> <td data-bbox="448 1003 735 1070">Total</td> <td data-bbox="735 1003 895 1070">100 %</td> <td colspan="6" data-bbox="895 1003 1394 1070"></td> </tr> </tbody> </table> <p data-bbox="448 1115 1394 1328">The set of worksheet is for building up linguistic and computer skills in technical writing step by step. The team project consists of written documents and oral presentation. It targets a particular reader group and provides them with information to solve certain type of problems. The aim of personal webpage is to produce introductory and promotional web text with multimodality.</p>								Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e	f	1. A set of worksheet	30%	✓	✓	✓		✓		2. Team project	40%	✓	✓	✓	✓	✓	✓	3. Personal webpage	30%	✓		✓	✓		✓	Total	100 %						
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Student Study Effort Required	Class contact:																																																					
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	Other student study effort:																																																					
	▪ Private study							58 Hrs.																																														
	▪ Take-home assignments							29 Hrs.																																														
	Total student study effort							126 Hrs.																																														
Reading List and References	<p data-bbox="448 1888 533 1921">Books</p> <p data-bbox="448 1955 1358 2029">Alley, M. (1996). <i>The Craft of Scientific Writing</i> (3rd ed.). New York: Springer.</p> <p data-bbox="448 2029 1358 2065">Burnett, R. E. (2001). <i>Technical Communication</i> (5th ed.). Boston:</p>																																																					

	<p>Heinle.</p> <p>Holloway, B. (2008). <i>Technical Writing Basics: a guide to style and form</i>. Upper Saddle River, N.J.: Pearson/Prentice Hall.</p> <p>Gerson and Gerson (2006). <i>Technical Writing, Process and Product</i>. 5th ed. N.J.: Pearson/Prentice Hall.</p> <p>Peat, J. et al. (2002). <i>Scientific Writing: Easy when you know it</i>. BMJ.</p> <p>Pfeiffer, W.S. (2006). <i>Technical Writing: A Practical Approach</i>, Upper Saddle River, N.J: Prentice Hall.</p> <p>Reep, D. (2009). <i>Technical Writing : principles, strategies, and readings</i> . New York : Pearson/Longman.</p> <p>Woolever, K. R. (2002). <i>Writing for the Technical Professions</i>. New York: Longman.</p> <p>Useful websites:</p> <p><i>Online Technical Writing</i> http://www.io.com/~hcexres/textbook/</p> <p><i>Plain English Campaign</i> http://www.plainenglish.co.uk</p> <p><i>Gary Conroy's Technical Writing Website</i> http://www.gary-conroy.com/library/weekly/aa033199.htm</p> <p><i>Professional Writing</i> http://owl.english.purdue.edu/handouts/pw/#sub6</p> <p><i>10 ways to Improve your Technical Writing</i> http://www.smartbiz.com/sbs/arts/bly10.htm</p> <p><i>Technical writing models</i> http://www.io.com/~hcexres/textbook/models.html</p>
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Prepared by Li Lan and David Qian; Revised by Li Lan, June 2014