

# Agenda

*Presented by Dr. Mark Decker*

## Writing for Specific Audiences

Audience types  
Primary and secondary audiences  
Audience and tone

## Visual Writing: Using Images, Graphs, and Charts to Convey Information

Document design principles and technical writing  
Displaying data and information visually

## Structured Writing

Structuring documents for maximum readability  
Using structuring tools to help audiences find information  
Common patterns for organizing information

## Common Document Structures

Creating clear instructions  
Writing informal reports  
Keeping concise and useful meeting minutes  
Writing persuasive proposals

## Correspondence

Crafting formal letters  
Using memos to set policy and provide guidance  
Professional email management

## Common Document Sections

Using front matter to help readers evaluate documents

- Letters and memos of transmittal
- Executive summaries and abstracts

Best practices for standard body sections

- Introduction
- Methods
- Qualifications
- Budget
- Conclusions

Giving readers further information in the back matter

- Glossary
- Appendices

## Editing for Concision and Clarity

General editing techniques  
Ensuring continuity and clarity with transitions  
Editing sentences for concision and clarity  
Omitting needless words  
Copyediting for clarity and concision

## Technical Writing Workshop for Engineers

Live, Interactive Webinar - Wed., December 9, 2020



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## Learning Objectives

### *You'll be able to:*

**Assess** your audience and target your writing to meet their informational needs.

**Structure** your documents to help audiences find information.

**Use** images, graphs and charts to effectively convey information.

**Create** instructions, informal reports, proposals and correspondence

**Draft** common document sections, including introductions, methods, budgets, qualifications and conclusions.

**Learn** editing techniques to make your writing clearer and more concise.



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# Technical Writing Workshop for Engineers

*Live, Interactive Webinar - Wednesday, December 9, 2020*



**Structure** your writing for maximum readability

**Learn** how to convey information using images, graphs and charts

**Create** instructions, informal reports and proposals

**Learn** to create correspondence and manage email

**Get tips on** writing introductions and conclusions

**Edit** sentences and paragraphs for clarity and concision

## Continuing Education Credits

### **Professional Engineers**

7.0 PDHs in all states



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# Faculty

**Dr. Mark Decker** is professor and department chair in Bloomsburg University’s English Department, where he teaches Technical Writing and Writing Technical Manuals in support of the Professional Writing minor. Dr. Decker has a PhD and an MA in English from The Pennsylvania State University (2001, 1997) and he graduated *summa cum laude* in English from Utah State University (1995).

While an undergraduate, Dr. Decker worked for several years as a staff writer for *Aerotech News and Review*, an aerospace and defense industry trade newspaper published in Lancaster, California. During graduate school, Dr. Decker was a member of the Leonhard Center for Technical Writing Initiative, a collaboration between Penn State’s Department of English and College of Engineering designed to promote an exchange of ideas between technical writing instructors and the scientific and engineering communities. Dr. Decker also taught Business Writing, Technical Writing, and an Advanced Technical Writing course that enrolled graduate students from technical and scientific disciplines.

After graduate school, Dr. Decker spent four years at the University of Wisconsin-Stout, where he taught Technical Writing in support of that school’s major in Technical Communication and served as the advisor for the student chapter of the Society for Technical Communication. Dr. Decker has given presentations at several national and international conferences and has published both a book and a co-edited book as well as several scholarly articles, book chapters, and encyclopedia chapters.

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- Thurs., Nov. 19, 2020 | 9:30 am - 5:30 pm CST

**Construction Fraud - From Detection to Prevention**  
- Fri., Nov. 20, 2020 | 9:00 am - 5:00 pm CST

**Erosion and Sediment Control**  
- Fri., Nov. 20, 2020 | 10:00 am - 4:00 pm CST

**2018 International Existing Building Code: Prescriptive and Performance Compliance Methods**  
- Fri., Nov. 20, 2020 | 10:00 am – 2:30 pm CST

**Introduction to HEC-HMS Modeling**  
- Mon., Nov. 23, 2020 | 8:30 am - 4:00 pm CST

**Construction Project Management**  
- Mon., Nov. 23, 2020 | 11:00 am - 3:15 pm CST

**Drone Applications for Utilities**  
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**ALTA Standards, Public Land Survey Systems and Other Must-See-Matters**  
- Mon., Nov. 30, 2020 | 11:00 am - 2:30 pm CST  
- Tues., December 1, 2020 | 11:00 am - 2:30 pm CST

**Designing for Accessibility under ADA Standards and IBC**  
- Wed., December 2, 2020 | 8:30 am - 4:30 pm CST

**National Electrical Code: Grounding and Bonding**  
- Wed., December 2, 2020 | 7:30 am - 4:00 pm CST

**2018 International Existing Building Code: Work Area Compliance Method**  
- Fri., December 4, 2020 | 10:00 am – 2:30 pm CST

**Structural Forensic Engineering**  
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# Registration

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