

# TECHNICAL COMMUNICATION, BACHELOR OF ARTS (BA)

Technical Communication is a professional program designed to prepare students for a career as a technical writer. Technical writers develop, edit, and manage a range of professional documents, including instructional manuals, catalogs, promotional materials, newsletters, organizational policies, websites, training materials, and grant proposals. Because of the diverse nature of the profession, students will need to develop a broad base of professional writing skills, including work in documentation, editing, and information design. Students also choose from two options: one focusing on graphic design and public relations, and the other focusing on information systems (databases) and web development. As part of this program, students will complete a professional internship, requiring at least 200 hours of supervised work in a business, industry or agency related to the student's academic preparation and career goals. Students will also develop basic computer literacy, including working knowledge in desktop publishing and web design practices.

Note: two years of a single high school foreign language or one year of a single college level foreign language is required.

## Required Core Courses

ENGL 360	LANGUAGE STRUCTURE AND USE	5
TCOM 205	INTRODUCTION TO TECHNICAL COMMUNICATION (Students must complete this course with a grade $\geq 3.0$ )	5
TCOM 305	USABILITY AND INFORMATION DESIGN IN TECHNICAL COMMUNICATION	5
TCOM 309 or ENGL 309 or JRNM 309	GRAMMAR FOR PROFESSIONAL WRITERS	5
TCOM 404	INSTRUCTIONS AND PROCEDURES	5
TCOM 407	PROPOSAL WRITING	5
TCOM 409	EDITING IN TECHNICAL COMMUNICATION	5
TCOM 490	SENIOR CAPSTONE: ISSUES IN TECHNICAL COMMUNICATION	5
TCOM 495	TECHNICAL COMMUNICATION INTERNSHIP	5-15

## Required Elective—choose one—these courses meet the cultural and gender diversity requirement

CMST 340	INTERCULTURAL COMMUNICATION	5
DSST 310	DISABILITY, CULTURE AND SOCIETY	
ENGL 380 or IDST 380	SURVEY OF NATIVE AMERICAN LITERATURE	5
ENGL 389 or WMST 389	WOMEN, LITERATURE AND SOCIAL CHANGE	
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## Select Option A or B

### Option A—Technical Communication with VCD and PR

CMST 200	INTRODUCTION TO SPEECH COMMUNICATION	41
DESN 100	DRAWING FOR COMMUNICATION	
DESN 216	DIGITAL FOUNDATIONS	
DESN 360	PUBLICATION DESIGN	
DESN 368	WEB DESIGN 1	
DESN 375	DIGITAL VIDEO (or other DESN course with director approval)	

or DESN 350 DIGITAL IMAGING AND PHOTOGRAPHY

or DESN 378 WEB DESIGN 2

JRNM 451 PUBLIC RELATIONS WRITING

JRNM 452 INTRODUCTION TO PUBLIC RELATIONS THEORY

JRNM 453 ADVANCED PUBLIC RELATIONS THEORY

TECH 393 TECHNOLOGY WORLD CIVILIZATION (meets international studies requirement)

### Option B—Technical Communication with Information Systems and Web Application

CSCD 110 INTRODUCTION TO PROGRAMMING

CSCD 210 PROGRAMMING PRINCIPLES I

CSCD 211 PROGRAMMING PRINCIPLES II

CSCD 300 DATA STRUCTURES

CSCD 327 RELATIONAL DATABASE SYSTEMS

CSCD 378 WEB APPLICATION DEVELOPMENT

or CSCD 379 .NET WEB APPLICATION DEVELOPMENT

DESN 100 DRAWING FOR COMMUNICATION

DESN 216 DIGITAL FOUNDATIONS

DESN 368 WEB DESIGN 1

Total Credits 91-101

For information on General Education, see Undergraduate Degree (<http://catalog.ewu.edu/archives/2016-2017/undergraduate-degree>).

### Student Learning Outcomes—students will

- analyze communication problems and propose effective and ethical solutions by clearly identifying and describing the problem and its context, the stakeholders and audiences involved, and the possible outcomes and consequences;
- plan and manage team projects by identifying tasks, creating a time line for task completion, assigning tasks to individuals, and reporting plan and progress to supervisor/client;
- conduct productive research by determining scope of inquiry, identifying credible and useful sources, collecting and assessing data, and arranging data into logical and considerate structures;
- write, design, and edit a variety of professional documents, both print and electronic, using the principles of information design to create useable documents that address audiences' information and organizational needs and engage users in appropriate action;
- locate, create, design, edit, and present information, using proficiently a variety of standard technologies;
- copyedit and proofread quantitative and technical information, reference citations, illustrations, and tables using the established symbols and conventions, style sheets, and correct grammar, mechanics, punctuation, and spelling.