* **Technical Description (20%),** minimum of 4 pages of text, 2 pages for reflection, and 1 page audience analysis. Plus the APA reference page. Document must be at least a total of 7 pages of text. 12 point Times New Roman font. 1.5 space the paragraphs within each heading and subheading, then double space between sections. Otherwise, follow all APA style conventions. **Complete first draft due: \_\_\_\_\_\_\_\_\_\_\_\_\_\_. Final draft due (in print and on Blackboard):­­­­\_\_\_\_\_\_\_\_\_.**

You will write about both object and process description within the genre of technical description.

* -Choose one that you are particularly interested in related to your concentration and explain its purpose. Think carefully about your choice. Descriptions of objects, mechanisms, and processes appear in virtually every kind of technical communication.

1. Students must choose an item that is connected to their concentration, including brand (Papermate, Bic, 3M, SanDisk, etc) (this item should have already been discussed in the letter to the instructor)

1.1 Students will then post their selections on Blackboard, and post a substantive response to three different student selections by \_\_\_\_\_\_\_\_\_\_.

1. In text of the document, divide the item into its components: parts and subparts. Then describe each part and subpart in details.
2. Take pictures and label them. If you use images from the Internet, proper citations are needed according to APA guidelines. Give every picture a figure number and a caption.
3. Your Tech Description must have the following elements:
   1. Title page/coversheet (according to APA guidelines)
   2. Table of Contents
   3. Introduction. Students have to discuss the history of the innovation: the innovator, the need for the innovation, and all relevant history and background information, all cited in APA style. Also include any other aspects specific to the conventions of the genre of technical description.
   4. Body: The actual Technical Description of the innovation including the parts and descriptions. You will have to determine a logical structure: top, middle, bottom, or exterior and interior parts, etc. Arrange the content in an outline format. Use Illustrations/ images and cite them according to APA guidelines.
   5. Project must have at least ***one*** image no larger than 1/3 of the page. Must be properly labeled.
   6. Discussion of the process/function of the item. Include “how to use” instructions
   7. Conclusion
   8. References page, APA.
4. Research will be involved.  References (AND PROPER CITATION) are mandatory.

5.1 Sources must be valid, credible, and reliable for inclusion in this assignment. (NO Wikipedia!)

1. Review the tech description powerpoint, student examples (discussed in class), and professional examples on technical description in order to draft your own.
   1. Students must have already read the provided links for proper completion of this assignment.
2. Students will also attach an audience analysis sheet to this assignment

**The Reflection Piece**

Students must discuss how the assignment meets each element of the rhetorical situation. (See rhetorical situation powerpoint on BB for reference)

Audience

Purpose

Stance

Genre

Media/Design

Exigence

Students must also discuss how the assignment helped them meet the Course Learning Outcomes listed on pgs 2-3 of the course syllabus. Whichever Course Learning Outcome is met with this assignment, discuss it in the reflection paper. (Meaning you will physically have to access the syllabus, examine and interpret each Course Learning Outcome)