TECHNICAL COMMUNICATION

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The Technical Communication Certificate is designed for people with experience and/or education in specific fields who wish to improve their technical communication skills. Students will learn technical writing skills and apply them to a chosen career area. Fields in which technical information is conveyed include software development, engineering, manufacturing, health care, instructional design, marketing, and many other areas in business and industry.

Technical Communication Certificate

30 Semester Credit Hours; Curriculum: 0238

Code	Title	Hours
Courses for a Certificate		
Communication		
EGL 111	Introduction to Business and Technical Writing	3
EGL 211	Writing Digital Content	3
EGL 212	Technical Writing Applications	3
SPE 140	Professional Presentations	3
Design		
GRD 101	Introduction to Visual Communication	3
ART 216	Introduction to Digital Imaging	3
or CAB 172	Adobe Photoshop	
ART 259	Introduction to Web Design	3
Electives		
Select nine credit hours from the following (courses may be chosen from one or several disciplines):		9
Graphic Design		
ART 225	Graphic Design Layout and Typography	
ART 250	Introduction to Computer Art	
ART 260	Introduction to 3D Animation and Multimedia	
ART 278	The Digital Darkroom	
Computer Applications for Business		
CAB 150	Visio Fundamentals	
CAB 165	Adobe InDesign	
Computer-Aided Design		
CAD 116	Basic AutoCAD	
CAD 117	Intermediate AutoCAD	
CAD 118	Advanced AutoCAD	
Computer Information Systems		
CIS 131	Web Page Development	
CIS 152	Web Development Tools	
CIS 214	Web Site Maintenance and Management	
CIS 232	Web Scripting	
CIS 248	Web Database Management	
Marketing		
MKT 131	Principles of Marketing	
MKT 134	Fundraising and Grant Writing	
Total Hours		**30**

Program Learning Outcomes

1. Clearly communicate technical information to specific audiences, using appropriate media.
2. Identify specific audience needs and document purposes.
3. Apply graphic and design elements in documents (print and digital) that enhance usability by an intended audience.
4. Convert abstract or written ideas into visual elements.
5. Write clear, concise prose that facilitates usability by a specified audience.
6. Present data and analysis in appropriate media for intended audiences.
7. Use appropriate software for conveying information via digital media.
8. Employ effective navigational and organizational tools in print and digital documents.
9. Apply ethical principle to technical communications, including adherence to intellectual property rights and regulations.