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Design a PDF to prove the use of technical communication

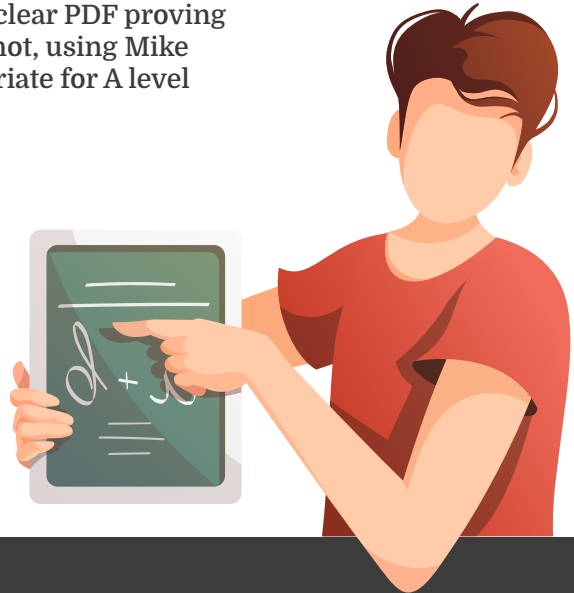
English language and literature, marketing, media studies, science and engineering, communications and journalism

Use desktop research and Adobe Illustrator to create a clear PDF proving whether a piece of text is technical communication or not, using Mike Markel's six characteristics. This lesson plan is appropriate for A level students through to university students.

Learning objectives

This lesson plan gives students the skills to:

- Research the principals of technical communication and prove their understanding in a presentable PDF
- Present information in an easy-to-digest, accessible format that shows clear understanding of the topic
- Used critical thinking to analyse a text



Student brief

Give the following brief to your students to follow:

Technical communication involves the delivery of clear, consistent, and factual information about a complex topic. The purpose of technical communication is to make the topic simple to ensure users have a full understanding without having to put much effort into understanding it.

For this activity, you must analyse a text of your choosing and determine whether it's a form of technical communication, presenting your findings in a PDF designed in Adobe Illustrator.

Steps

Research (recommended time: 30 minutes)

Research what technical communication is. Then write a list of a few examples of technical communication you've seen in your own life.

Choose one of your examples, and analyse it using Mike Markel's six characteristics:

1. Addresses particular readers
2. Helps readers solve problems
3. Reflects and organisations goals and culture
4. Is produced collaboratively
5. Uses design to increase readability
6. Consists of words or graphics or both

Before you begin your full analysis and design, consider the connections between Markel's six characteristics and the definition of technical communication you found. How do Markel's characteristics add to your understanding of technical communication?

Design (recommended time: 60 – 120 minutes)

Create a PDF in Adobe Illustrator where you report the findings of your artifact analysis. Present this in a concise, clear format to make it easy to read and accessible. Include:

- An introduction to your artifact, why you chose it, and answer whether you think it's technical communication or not
- A brief analysis of each of Markel's six characteristics
- A conclusion determining whether your text is technical communication or not, why you think so, and what you learned from the analysis

In your Illustrator file, ensure you have included image examples of your text and a clear title.

Submit your PDF

Export your file as an PDF, then submit to your teacher to mark or to a peer to review. Find information you will be evaluated on in the rubric.

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Rubric	
Explanation	Student understands the definition of technical communication and provided an accurate analysis of the text chosen.
Execution	The student demonstrated full, detailed attention to the successful execution of the creation of their PDF, following basic design principles while using critical thinking to analyse their chosen text.
Tools used	The student used Adobe Illustrator efficiently, resulting in a comprehensive final document.



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