

February 2008

**Introduction to Technical Communication  
Summer 2008**

Dear potential student,

Thank you for your interest in professional training courses at In Other WORDS.

Now in our thirteenth year of training, we take pride in the professional nature of our courses. Students from our courses have gone on to find jobs in the field of technical communication at some of Israel's best known companies. Others have used WORDS courses to advance their careers in a number of ways.

If you are interested in attending our pre-course meetings and taking the tests for admission (required for *Introduction to Technical Communication*), complete the form at the end of this bulletin. Space is limited so please do this now.

Here's what some of our graduates have to say:

This course goes beyond the basic skills of technical writing. It teaches you how to plan, structure, write, and design your documentation deliverables. The course is hands-on, successfully preparing you for the real world. It is an excellent launch pad into a career in technical communication. —KA

The course gave me a solid foundation, invaluable tools, and practical experience in the field of technical communication. The material was challenging, relevant, hands-on, and helped me hone my writing and editing skills. —CB

Introduction to Technical Communication was an amazing and inspiring experience. Beyond the ordinary material, the course reveals the whole conception of being a Technical Communicator in today's market realities. What the students actually learn is deeper and broader than just topics listed in the syllabus. For all this, many thanks to Leah Guren, who presents [the material] so effectively that the students never get bored. —IM

Thank you once again for considering WORDS professional training.

Yours truly,



Larry Rosenfeld  
General Manager  
In Other WORDS Ltd.

## Course Details

### Venue and Dates

The Introduction to Technical Communication course is offered in Tel Aviv and Karmiel:

	Tel Aviv	Karmiel
<b>Location</b>	WORDS Training Center 126 Arlozorov Street, Tel Aviv	WORDS Classroom 1 Haaheshmal, Karmiel
<b>Class Times</b>	Fridays from 8:30 to 14:00	Monday and Wednesday evenings from 18:00 to 21:00
<b>Technology and Windows Precourse</b>	Friday, 16 and 30 May 2008	(in Tel Aviv only)
<b># of Sessions in Main Course</b>	17	34
<b>Labs</b>	10 two-hour evening labs (TBD)	10 two-hour evening labs (TBD)
<b>Course Dates</b>	06 June through 26 September	02 June through 24 September
<b>Total Course Hours (including precourse and labs)</b>	124.5 (166 academic hours)	124.5 (166 academic hours)
<b>Note:</b> Scheduling changes may be made (with advance notice) to work around holidays. The provided syllabus is for general information only; the actual session order may change.		

### Student Requirements

The course is demanding, requiring approximately two to three hours of outside work for each hour of class time. The lab sessions are provided to allow students to have more hands-on practice time under the supervision of a teaching assistant. Students must successfully complete a final project and a final exam to earn a certificate.

Class sizes are small to guarantee individual attention. Students are trained to master basic skills and learn self-sufficiency through critical analysis and good research skills.

Students are required to have adequate computer facilities at home (at least Windows XP, an email account, and Internet access).

### Evaluation and Screening

At WORDS, we strongly disagree with the idea that if you speak English, you can be a technical communicator! Yes, you must have excellent English skills, but this is only the start. Technical communication is a complex and demanding field that is not suitable for everyone. Therefore, we screen all candidates to make sure that they have the necessary base skills to succeed in the course and in the field. This is also your chance to meet with Leah Guren, to ask questions, and to get a feel for the course. See the registration form for dates of the next evaluation and screening sessions.

### The Instructors

**Leah Guren** created the course and continues to teach all aspects of theory and technical communication concepts. Leah entered the field of technical communication in 1980. She has been a writer, editor, trainer, consultant, and a manager of technical publication departments. Before developing this course, Leah conducted continuing education seminars in the field. She developed this course in response to the specific needs of the Israeli market and the absence of another strong theory-based course.

Leah conducts seminars and in-house training for technical communicators and engineers internationally. Her clients include many of the top high tech companies in Israel. She currently serves on the board of directors of STC (Society for Technical Communication), and is a regular speaker at STC and other international technical communication conferences.

**Other instructors** provide hands-on training and support with the software applications.

## **Precourse Syllabus**

This course is a prerequisite for *Introduction to Technical Communication* unless students pass the WORDS technology and Windows evaluation. The course covers operating system usage and general technology issues.

### **Windows**

Students will learn to perform all everyday tasks and understand the Windows XP operating system's main features. The emphasis is on navigation and self-sufficient use of 32-bit Windows environments. Subjects include:

- file systems and hierarchies
- what is Windows?
- differences between various Windows environments
- the Desktop and Start button
- navigating (the Windows Explorer, shortcuts, moving between different applications)
- customizing/dealing with different desktops
- installing software
- best practices for file management
- understanding extensions and properties
- the Registry
- Internet Explorer, search engines, effective online research

### **Technology**

The course is aimed at introducing students to computers and related technologies. Students will understand how computers work and will learn about key technologies and concepts which are of direct concern in the high tech market. Topics include:

- what is a computer?
- basic hardware: processor and motherboard (including major chip families and history), RAM, storage, display, input devices and peripherals)
- basic software: operating systems, programs, applications, utilities, applets, and macros
- programming languages
- compatibility and porting problems
- important files and software settings in 32-bit systems
- networking concepts
- terminology
- hot technology areas

## Main Course Syllabus

The following syllabus shows the topics covered each week. (Ultimate topic order may vary.)  
For the Tel Aviv course, there is one session per week; for Karmiel, two.

Week	Topics
1	<ul style="list-style-type: none"> <li>• understanding tools</li> <li>• introduction to DTP (desktop publishing) concepts</li> <li>• <b>MS Word</b> (styles and templates)</li> </ul>
2	<ul style="list-style-type: none"> <li>• introduction to technical communication</li> <li>• English review</li> </ul>
3	<ul style="list-style-type: none"> <li>• technical review</li> <li>• intro to TC writing theory</li> </ul>
4	<ul style="list-style-type: none"> <li>• writing procedures</li> <li>• hazards and warnings</li> <li>• intro to design and layout concepts</li> </ul>
5	<ul style="list-style-type: none"> <li>• <b>MS Word</b> (layout: page layout, columns, headers &amp; footers, field codes, tables)</li> </ul>
6	<ul style="list-style-type: none"> <li>• basics of a book, common documentation types</li> <li>• outlining</li> <li>• storyboarding</li> </ul>
7	<ul style="list-style-type: none"> <li>• table of contents and index concepts</li> <li>• style guides</li> <li>• editing and proofreading</li> </ul>
8	<ul style="list-style-type: none"> <li>• complex text (tables, flowcharts, etc.)</li> <li>• intro to graphics</li> <li>• printing issues</li> <li>• spot color</li> </ul>
9	<ul style="list-style-type: none"> <li>• graphics tools</li> <li>• intro to Web design and HTML</li> </ul>
10	<ul style="list-style-type: none"> <li>• concepts of online documents</li> <li>• <b>Adobe Acrobat</b> (creating PDFs)</li> <li>• intro to online Help concepts</li> </ul>
11	<ul style="list-style-type: none"> <li>• online Help, continued (<b>RoboHELP</b>)</li> <li>• <b>MS Word</b> (tocs, indexes, review)</li> </ul>
12	<ul style="list-style-type: none"> <li>• project planning</li> <li>• working with SMEs (engineers)</li> <li>• usability testing</li> <li>• issues of translation, internationalization, and localization</li> </ul>
13	<ul style="list-style-type: none"> <li>• concepts of Marcom writing</li> <li>• resumes</li> <li>• interviewing</li> </ul>
14	<ul style="list-style-type: none"> <li>• <b>MS Word</b> review</li> <li>• technology review</li> </ul>
15–17	<ul style="list-style-type: none"> <li>• <b>FrameMaker</b></li> </ul>

## Course Costs

Course	Price (in NIS, including VAT)
Introduction to Technical Communication (including text books)	12000
Technology and Windows Precourse	1250
Special price for students requiring both courses:	12500

## Registration Form

Please print clearly!

**Full Name:** \_\_\_\_\_

**Address  
(snail mail):** \_\_\_\_\_  
\_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Course** Tel Aviv \_\_\_\_\_

**Location:** Karmiel \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address  
(snail mail):** \_\_\_\_\_  
\_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**I will attend the pre-course meeting and screening session on (check preferred date):**

**Tel Aviv** **Wednesday, 06 February 08** \_\_\_\_\_

**Karmiel** **Monday, 18 February 08** \_\_\_\_\_

**Tel Aviv** **Tuesday, 19 February 08** \_\_\_\_\_

**Karmiel** **Sunday, 09 March 08** \_\_\_\_\_

**Tel Aviv** **Wednesday, 12 March 08** \_\_\_\_\_

Screening sessions start at 18:00 promptly at last approximately two hours. Locations are:

**Tel Aviv** WORDS training center, 126 Arlozorov

**Karmiel** WORDS office classroom, 1 HaHeshmal, Industrial Zone

Complete this form and fax it to: 04-911-1171 or email it to: [larry@words.israel.net](mailto:larry@words.israel.net).

Class sizes are limited!