

A thick black L-shaped frame is positioned on the left and bottom edges of the page, framing the central text.

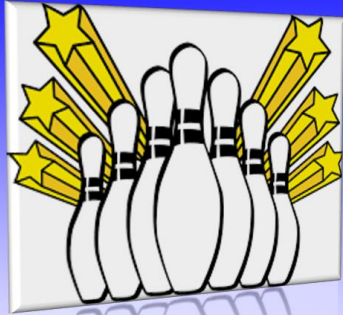
# ANNOTATED PORTFOLIO

Sara Blevins

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8 ½ x 11 Poster



## Big City BOWLING Summer Leagues

**NOW OPEN!**  
**NEW SUMMER LEAGUES!**

*Sign up today. Leagues start the first week of July.*

**Kid's Fun League**  
Saturdays at 2 PM  
Ages 10-14

**Mixed Doubles Co-Ed  
League**  
Thursdays at 8 PM  
All ages

**Men's League**  
Tuesdays at 7 PM  
All ages

**Ladies Night Out  
League**  
Wednesdays at 8 PM  
All ages

**League Fees**  
Kids - \$15  
Seniors - \$15  
Men's, Ladies, & Co-Ed -  
\$28 (T-shirts included)

**Seniors' Up and At  
'Em League**  
Mondays at 9 AM  
Ages 62 and up

*All teams must have two men and two women. If you don't have a full team, that's OK. Just register and you'll be put on a balanced team.*

**BIG CITY BOWLING**

**123 Ave N**

**Brooklyn, NY 11234**

**Phone: 718-555-5555**

**Fax: 718-555-5555**

**E-mail: Hometown@HB.com**

### Project Description

For this project, I created an 8 ½ x 11 poster for the owner of Big City Bowling, a recently opened bowling alley, for use on bulletin boards around town to let people know about the business opening, new lanes, and leagues.

The owner created a rough draft and gave instructions for what he wanted, but left much of the design up to me as long as I used a superimposed image and accomplished the goal of notifying the public of the lanes and leagues.

Contrast, proximity, alignment, and repetition, the four main principles of design, draw the attention of the public and alert them to the opening of the bowling alley and what Big City has to offer.

Alignment groups important information, graphics alert the reader to what the business is, contrast differentiates information, and proximity helps the reader find information in expected places.

# Textbook Page Reproduction

## Introduction to Technical Communication

# 1

|   |    |
|---|----|
| What is Technical Communication?                  | 4  |
| Who Produces Technical Communication?             | 4  |
| Technical Communication and Your Career           | 4  |
| Characteristics of Technical Communication        | 5  |
| Addresses Particular Readers                      | 5  |
| Helps Readers Solve Problems                      | 5  |
| Reflects an Organization's Goals and Culture      | 6  |
| Is Produced Collaboratively                       | 6  |
| Uses Design to Increase Readability               | 7  |
| Consists of Words or Graphics or Both             | 7  |
| A Look at a Sample Document                       | 9  |
| Measures of Excellence in Technical Communication | 9  |
| Honesty   | 10 |
| Clarity   | 10 |
| Accuracy  | 11 |
| Comprehensiveness                                 | 11 |
| Accessibility                                     | 11 |
| Conciseness                                       | 11 |
| Professional Appearance                           | 11 |
| Correctness                                       | 11 |

### Chapter 1—Introduction to Technical Communication

#### TECHNICAL COMMUNICATION AT WORK

Technical communication is workplace communication. Regardless of what field you enter, your success will depend, to a large degree, on how well you can write and speak to co-workers, supervisors, clients, suppliers, and the general public. Think of it this way: a professional is a person who communicates with others about a technical subject. An engineer is a person who communicates about engineering. An architect is a person who communicates about architecture. A historian is a person who communicates about history.

The purpose of this book is to help you improve your workplace communication skills, no matter what your field.



#### Introduction

According to the Center for Plain Language (2005), up to 40 percent of the cost of managing business and government transactions is due to poor communication. For this reason, employees who communicate well are rewarded.

A survey by the Plain English Network (2002) found that 96 percent of the nation's top 1,000 largest employers say that employees must have good communication skills to get ahead. Almost 90 percent or more than over 800 business school graduates say that their writing skills help them advance more quickly. More than 80 percent of Fortune 400 companies have identified writing skills as their organizations' greatest weakness. And in a recent survey, eight major companies, including Nike, put communication skills at the top of the list of traits they look for in employees.

Here are a few examples:

- a memo or an e-mail to request information or identify a problem
- a set of instructions to introduce and explain a new process or procedure
- a proposal to persuade management to authorize a project
- a report to document a completed project
- an oral presentation to explain a new policy to employees

The working world depends on written communication. Within most modern organizations, almost every action is documented in writing, whether on paper or online.

Every organization also communicates with other organizations and often with the public, using materials such as these:

- inquiry letters, sales letters, goodwill letters, and claim and adjustment letters to customers, clients, and suppliers
- research reports for external organizations
- Web sites to describe and sell products and to solicit job applications
- articles for trade and professional journals

## Project Description

For this project, acting as the new design talent for an expanding company, I redesigned two textbook pages (that face and mirror one another) in such a way that they grab the attention of the reader and set the tone for the entire book.

I was free to change the graphics and the layout, but not to remove any of the text. I was also not able to expand the content to more than two pages as the company did not have the funds to pay for additional printing.

White space is used appropriately to help give the eye a break. Callouts, text boxes, and bullets break up long, tedious information into “bite-sized” chunks for easier digestion by the reader. Proximity groups relevant information and the color scheme and formatting of the graphics ensures uniformity; also, the docility of the colors is appropriate for the cerebral nature of the document contents.

# Brochure Redesign

## Project Description

For this project, I revised a poorly designed brochure. The company needing the brochure has been in business for over a decade and they not only offer produce and flowers, but activities for families. After a customer complained that the brochure the company had been using for years was hard to read, the company decided to have the brochure redesigned. The job was given to me.

First and foremost, I was to declutter the information and make the brochure easy to read and understand. These brochures are left at farmers' markets, mailed to schools, and left on the counter at the establishment itself. With those audiences in mind, I set to designing a brochure that was both visually appealing and easy to read by people of all ages.

There are no borders or boxes in this design because they are unnecessary, the folding of the brochure itself works to break up the information. The text is simplified and paired with graphics to show relationship and let the reader easily identify where key information can be found. The colors are warm and inviting, like Apple Pie. Fonts and sizes are consistent throughout to promote uniformity. Contrast helps with the flow and location of information.

### DeVry Pumpkin Patch



Bring your whole family out to DeVry Farms. Experience our "Great Pumpkin" patch every weekend in October!

We offer guided tours for schools and other groups Monday through Friday. Reservations Only.

**Activities for the whole family to enjoy!**

- Search of the perfect pumpkin in our pumpkin patch.
- Take a hayride out to our pumpkin patch where you'll find pumpkins of all sizes & Indian Corn.
- Visit our farm animals any time of the year (but it's extra special in October - we have baby chicks, piglets, calves, & our goats have kids).

**Are you up for a good challenge?**

- Take your family through our hay maze with a giant slide.
- Wonder our huge corn maze, sure to entertain anyone who loves mazes, young or old.

**Do you have young children?**

- Take them to our kiddie maze & a hay fort - there's a slide that even the youngest children will enjoy.

Stop by and learn how we make fresh apple cider. Don't forget to bring your camera!

### Hours of Operation

**January - March:**  
Tuesday - Saturday  
9:00 to 5:00  
Closed Sunday & Monday

**April - September:**  
Monday - Friday  
9:00 to 6:00  
Saturday  
9:00 to 5:00  
Closed Sunday

**October:**  
Monday - Friday  
9:00 to 6:00  
Saturday & Sunday  
9:00 to 5:00

**November & December:**  
Monday - Saturday  
9:00 to 5:00  
Closed Sunday

### Driving Directions

Take I-40 to exit 310 West. Drive 8 miles on City Road 66. Turn Right on DeVry Farms Lane.



DeVry Farms

## DeVry Farms, LLC

Our family growing for your family since 1955

*Turn fresh fruits & vegetables grown right here in our farm and picked fresh daily.*

2020 Farmingdale Lane  
Anytown, USA 60540  
DeVry\_Farms@Farm.com | (630) 555-5555

### Garden Center and Nursery



If you haven't been to our farm during the spring, you're missing out!

We grow over 100 varieties of flowers. Annuals and Perennials, both, grown right here on our farm, from our family to yours. Potted plants are our specialty, but we can also do hanging baskets up to four feet long!

Do you have the perfect hanging basket combination in mind? Just tell us! We can custom plant any basket with the plants of your choice. Remember, the earlier you order, the bigger your plants will be.

We start planning January 1st



### Fresh Bakery



All our bakery items are made from scratch and baked fresh daily!

We have fresh pies, bread, shortcakes, turnovers, mini pies, cakes, and of course, cider. We also make sugar-free pies and turnovers. Our bakery isn't all about baking fresh pies; we also make fudge, our customers say it's the best they've ever had!

#### Fruit & Produce

|                            |                     |
|----------------------------|---------------------|
| Apples (over 30 kinds)     | Lettuce             |
| Beans                      | Onions              |
| Beets                      | (Sweet, Green, Dry) |
| Broccoli                   | Peaches             |
| Cabbage                    | Peas                |
| Carrots                    | Peppers             |
| Cauliflower                | (Sweet, Hot)        |
| Corn (Super Sweet Jubilee) | Potatoes            |
| Cucumbers                  | (Red, White, Gold)  |
| Dill                       | Rhubarb             |
| Garlic                     | Squash              |
| Tomatoes                   | (Summer, Winter)    |

### Fresh Berries & Jelly



Our jems, jellies, and syrups are made from our home-grown berries. Choose from over 15 varieties. Sugar-free varieties of our jams, jellies, and syrups are available. These make great holiday gifts!

|                        |            |
|------------------------|------------|
| Aurora Blackberries    | Mid June   |
| Black Cap Raspberries  | Mid June   |
| Blueberries            | Late June  |
| Boysenberry            | July       |
| Currant                | Late June  |
| Evergreen Blackberries | Mid August |
| Gooseberry             | June       |
| Kotata Boysenberries   | Late June  |
| Logan Berries          | Mid June   |
| Marion Berries         | July       |
| Red Raspberry          | Mid June   |
| Sylvan Berry           | Early July |
| Strawberry             | Late May   |
| Tayberry               | Mid June   |
| Waldo Berry            | July       |



# Instruction Manual Pages

## How to Create a Bar Graph in Microsoft Excel

These instructions show the basics of creating a bar graph in Microsoft Excel.

Materials needed:

- Microsoft Excel
- Data
- Instructions

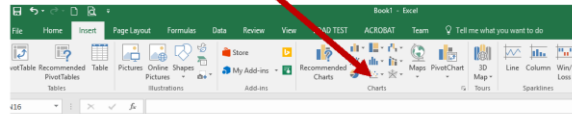
### Step 1

Input the data for your graph into excel

|   | A       | B       | C       | D       | E       | F |
|---|---------|---------|---------|---------|---------|---|
| 1 | yr 1    | yr 2    | yr 3    | yr 4    | yr 5    |   |
| 2 | \$3,988 | \$4,222 | \$4,000 | \$5,321 | \$4,992 |   |
| 3 |         |         |         |         |         |   |
| 4 |         |         |         |         |         |   |

### Step 2

Under the INSERT tab, find the charts section.



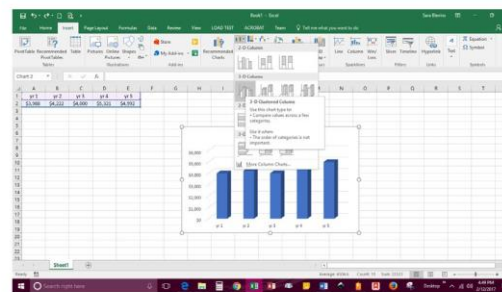
### Step 3

Using your mouse, drag and highlight the information that you will include in your chart.

|   | A       | B       | C       | D       | E       | F |
|---|---------|---------|---------|---------|---------|---|
| 1 | yr 1    | yr 2    | yr 3    | yr 4    | yr 5    |   |
| 2 | \$3,988 | \$4,222 | \$4,000 | \$5,321 | \$4,992 |   |
| 3 |         |         |         |         |         |   |
| 4 |         |         |         |         |         |   |

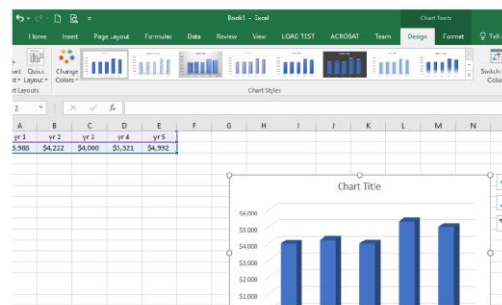
### Step 4

Mouse over the column and bar graph and choose a graph from the graphs in the drop down menu.



### Additional Options

Now that you have created a chart, you can format your chart using the CHART TOOLS tab.



## Project Description

For this project, I acted as the Technical Writer for a major electronics corporation. I was asked by management to write an instruction page for the company intranet on how to create a graph in Excel; the document audience is all employees, including those possibly uncomfortable with using Excel who must do so for presentations, writing reports, and completing other documents as needed for the company.

The extent of my instruction prior to creating the pages was to use graphics and make sure they fit on two or three pages.

Since Excel can be intimidating, I use more graphics and less language and keep the information as concise and simple as possible. With this document, there is no need to go into great detail. Once the basics have been learned, expanding on that knowledge can take place; however, that isn't the purpose of this document for the intended audience.

I open with a simple sentence that states the purpose of the task and a short list of the tools needed to complete the task. I number the steps to complete the task. There are only a few, but Excel is easier to use now in newer versions, so I did not feel the need to overcomplicate the process. I use command statements and keep them simple. I have screenshots of each of the steps and included them. Finally, recognizing that the user could go on to format the chart, I use a simple statement to relay that information to them.

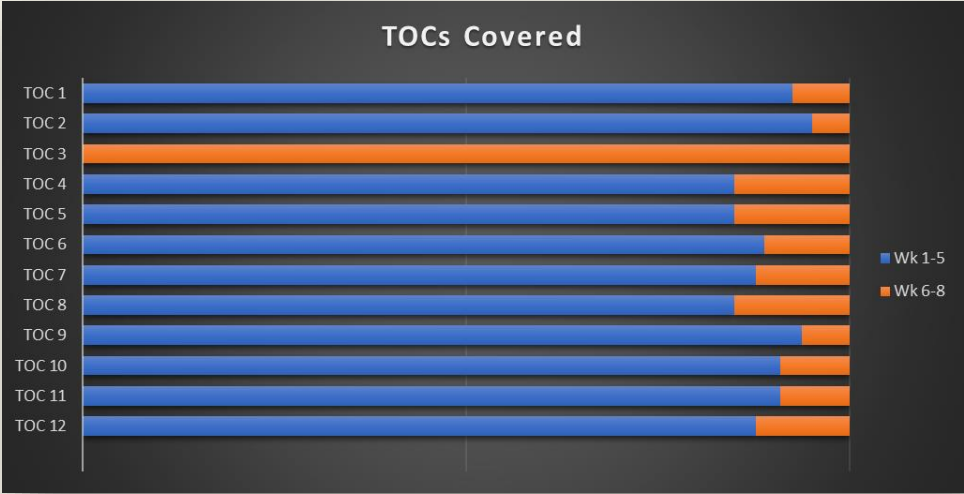
# Bar Charts & Table

## Project Description

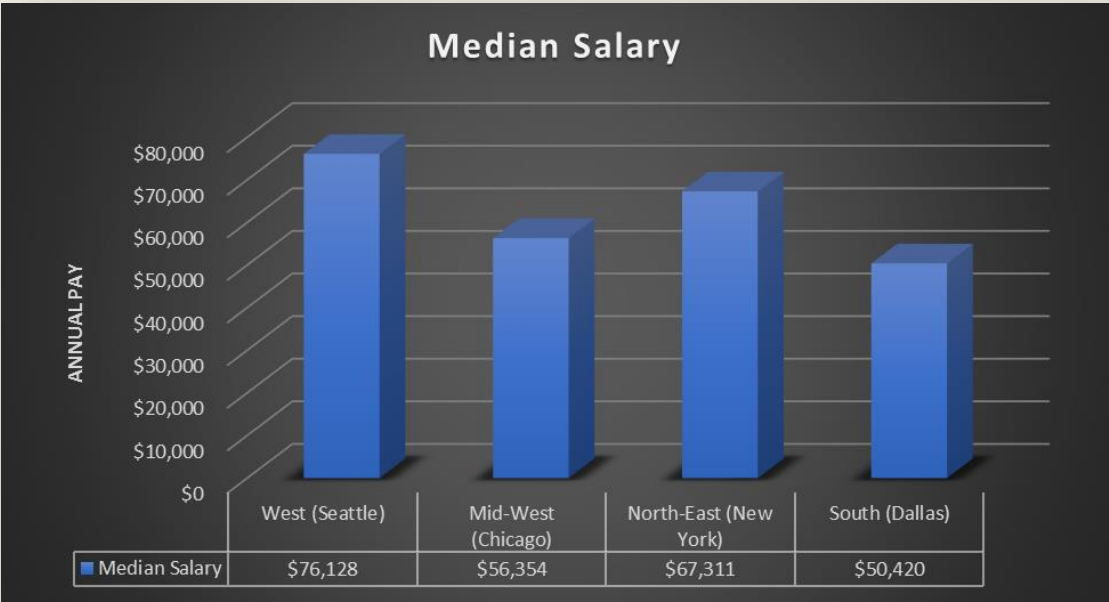
For several projects, I was to create visual representations of textual data.

The TOCs Covered chart is a visual representation of our progress through the Terminal Course Objectives about midway through our course. It was created in conjunction with an informal report in a table format (not included in this portfolio).

The table and second chart are visual representations of median salaries for Technical Writers based on their geographic location within the United States.



| Median Technical Writer Salary by Geographic Region |                    |                       |                |
|---|--------------------|-----------------------|----------------|
| West (Seattle)                                      | Mid-West (Chicago) | North-East (New York) | South (Dallas) |
| \$76,128  | \$56,354           | \$67,311              | \$50,420       |



Source: Payscale [http://www.payscale.com/research/US/Job=Technical\\_Writer/Salary](http://www.payscale.com/research/US/Job=Technical_Writer/Salary)

# Contact Information

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