NOAD

NARRATIVE

Structure: Beginning, Middle and End

Story: Make me care

OBJECTIVE

What is the objective of this?

What knowledge will be passed on to the reader?

AUDIENCE

Who is your audience?

Where are they?

What is their skill level?

DELIVERY

What is the ideal format?

Where should you promote it?

Think about audience limitations.

CONTENT SPEC EXAMPLE

How to Build a Burrito-Copter

Objective: To teach the reader how to build a helicopter that delivers burritos.

Audience: Hobbyist hackers, with little code experience in rural areas.

Delivery: Simple website, lots of pictures. Preferably promoted through facebook. (Not likely to use twitter)

Outline:

- Introduction: If you really need a burrito but there are no Chipotles within reason.
- Tease: diagram of a successful delivery
- Hardware: instructions for manipulating hardware
- Software: installing the application and customizing it.
- Conclusion: Demo of an actual burrito being delivered.

TOOLS

Writing
- Chicago element of style
- Joseph M. Williams: *Style toward clarity and grace*

Technical Style Guides
- Cisco: http://www.cisco.com/c/dam/en/us/td/docs/general/style/guide/SGAug09/stylegd.pdf
- Apple: https://help.apple.com/asg/mac/2013/ASG_2013.pdf

Editing/Documentation
- Gist: for code samples. https://gist.github.com/
- Google Docs: for drafts, peer review, and versioning
- Read the Docs: for hosting and creating documentation https://readthedocs.org/

*Get the entire presentation and download links to all of these tools at:

https://github.com/jarodreyes/technical-writing

Hope you enjoyed this class.

Feel free to get in touch with me any of these ways:

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Keep your pencils sharp and your braces curly!