Ryan Peters  
CSS 301: Technical Writing  
Midterm  
November 8, 2017

1. A table for summer interns.

Table 1: Comparison of Compare/Contrast, Process, and Position technical writing patterns.

|  |  |  |  |
| --- | --- | --- | --- |
| **Criteria** | **Compare/Contrast** | **Process** | **Position** |
| Purpose | Help reader or audience make a decision | Explain why things are the way they are and provide background for its usage. | Convince the reader to adopt the position of your thesis’ statement or claim. |
| Organization | **Memorandum**  **Front Matter**  **-**Consists of the  following elements in  this order.  **To:**  **From:**  **Date:**  **Subject:**  **Introduction**  **-**Address audience  -Decision to be made  -Subjects to evaluate  -Criteria used in  evaluation  **Comparison** as a:  -Table  -or part-by-part  -or whole-by-whole  **Conclusion**  -Start conc with a  single sentence  restating subjects and  criteria.  -If/then clauses utilizing  each criterion from the  the comparison section.  **Recommendation**(optional)  **References** | **Title of book**  **Chapter’s # and title**  **Author**(your name)  **Table of Contents(**ToC**)**  **-**ToC body  **Purpose statement**  **(**does not get a heading**)**  **-**In a short paragraph:  *“This manual will help*  *you… to… by*  *advising you on how*  *to…”*  **Heading 1(H1)**  (should be an \*ing word)  -Single sentence on  why  **Sub-heading 1(S1)**  -Paragraph(para) on  why.  -Para on what is  needed to do.  **Process writing does not have a conclusion!!**  **References** | **Introduction**  **-**Paragraph(para) identifying  problem to be addressed by  thesis which concludes the  intro para.  **Argument 1(A1)**  **-**Single sentence which  introduces the 3 main supports  to A1.  -**Support 1(S1)**  -3 paragraphs that are  bulleted, and consist of 3 to  5 sentences.  **Argument 2(A2)**  Follows same format as A1.  **Argument 3(A3)**  Again, follow format in A1.  **Conclusion**  -Para to bring the work to a  satisfactory end. Do not  summarize or try to persuade  here.  -Topic sentence restates thesis,  then says what to do now. Use  recommendation or call to  action or a mix of both.  **References** |

1. CRAP analysis of handout

Table 1: Comparison of Compare/Contrast, Process, and Position technical writing patterns.

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Handout** | **Theoretical Ideal** |
| Proximity | * The handout makes effective use of proximity by keeping headings and their associated paragraphs in tight proximity. While at the same time emphasizing the gaps between any given heading and the preceding body of text. | * The objective of using proximity in a document is to help make it visually obvious that clusters of text are of a common purpose or message. * Failure to properly use proximity can result in delays or confusion in the readers ability to process the information of the document or form. |
| Alignment | * The handout’s alignment conveys a sense of no-nonsense-formality by using a left-block alignment for all bodies of text throughout the document. Not only with reference to the margin, but also in the cells of tables. | * Alignment can help shape the tone and authority of a document. * Alignment also helps to communicate layers of hierarchy between headings, sub-headings, and their associated bodies of test. |

3.Write a purpose statement for chapter.

This chapter will demonstrate the process of creating an effective line graph for an appropriate data set. You can expect to learn the how and why for line graph best practices, labelling conventions and a little bit about evaluating the appropriateness of the data.

4.Write a memo for consulting firm.

**Memorandum**

**To:** Graphic Design Artists

**From:** Ryan Peters

**Date:** November8, 2017

**Subject:** Evaluating pie graphs for use in public domain.

**Introduction**

This memorandum is written for graphic design artists who need to evaluate the effectiveness of pie graphs. This evaluation will be demonstrated on the pie graph labelled “Tickets by the numbers.” This evaluation will be based upon the following criteria: appropriateness of the graph for the data it presents, best practices for pie graphs, and labelling of the graph and its elements.

**Evaluation**

**Appropriateness of the graph**

The data presented in “Tickets by the numbers” is not intuitive in the format of a pie graph. The values of each category when summed together do not add to a round number like 100 or 1000. The issue may have been mitigated if the values were presented as percentages instead of their raw numbers. But that would have failed to effectively communicate the number of tickets sold.

**Best practices for a pie graph**

Placement of elements in graph

Data presented in a pie graph should always have the largest valued element start at 12 o’clock and grow clockwise from there. All subsequent elements should be in a sorted order from greatest to least.

Placement of labels in graph

The graph does a good job of placing the labels to each element on top of that element where the label fits, then where it doesn’t fit there is a hair-line between label and its element, satisfying best practices

Contrasting colors

Unfortunately the graph uses only a single color for each element of the pie. This does not conform to the best practice of using high contrast colors which aid in clearly seeing the data.

**Labeling of the graph**

The graph’s title and element labels are ambiguous at best for what they are supposed to be communicating. Is this a graph of traffic infractions? Parking tickets? What is this graph telling us?

**Conclusion**

To aid in evaluating the graph “Tickets by the numbers,” please consider the following conditional statements demonstrating the use of our criteria: appropriateness of the graph for the data, best practices for pie graphs, and labelling of the graph and its elements.

* If graph is meant to show data that doesn’t add to a round value, like 100, then consider using an alternative to a pie graph
* If there is no natural order to the value of the graphs different elements, then consider using an alternative to a pie graph.
* If the graph is meant to convey the meaning of a data set, then create a name for that graph that communicates that meaning.

6. the letter

Company Name  
street  
city, state,zip  
date

Recipient first and last  
their title  
their company  
company address  
city, state, zip

Dear first last name: