Using a Planning Sheet to Organise a Communicative Task

David Moreno i Genís Bosch

Planning sheets are an essential tool in technical communication.They are the road map that will guide you throughout the writing process so that you can successfully reach your destination, i.e. producing an effective and efficient text. It is hence key that you follow the steps below and that you are as specific as possible when completing its different parts.

[You can apply the following template to any text you produce, adapting it to the needs of each document.]

Planning Sheet

Audience
Who will read/listen to your text?

> Our text has the laypeople as the audience. A general public without any necessary knowledge on this area.

What is the audience's level of knowledge/specialisation?

> None, it is meant to be an easy to understand text to introduce the concepts without having any previous background.

How will your audience use your text? What will they do with the information?

> Improving their knowledge of the topic we are presenting and understand a technology that plays and important role in their daily life.

Purpose
What is the general purpose of your text?

> To informand provide knowledge and background of technical aspects to laypeople without requiring any background.

Can you identify other more specific purposes?

> To describe some of the concepts we are going to present. To persuade the readers to use this technology if they weren't doing so already.

What title will most clearly reflect this purpose?

> We will provide information about the concepts the readers are interested in.

Subject
What is the subject matter/topic of your text?

> How to create a Web page (procedure / sequence)

How specialised should your content be?

> Not very specialised, as we have the laypeople as the audience and we want them to understand this topic without any background.

Do you have enough information? If not, what sources or people can help you locate additional materials?

> We have our own knowledge about developing websites and access to books and content online about this topic.

Author
Will the technical communication task be a collaborative or an individual effort?

> It will be a collaborative effort, every team member will take part in the technical communication.

If it is collaborative, what are the responsibilities of each team member?

> To read about the field and get some knowledge before starting the writing.

Design and Genre
Is your text oral or written? What genre does it belong to?

> The text is written, and its genre belongs to procedural texts.

Should the text display any special features as regards genre, design, and/or conventions?

> It should have a good design and some pictures, since the layman and general public needs visual reference to understand the process.

Due Date
What is the deadline for the completed text?

The final deadline is 30th April, 2019.

What is the timeline for the different stages of the project?

Submission 1: Plan sheet (Racó) 14th March, 2019
Submission 2: Outline (Racó) 21st March, 2019
Submission 3: Draft (by hand) 2nd April, 2019