

Using a Planning Sheet to Organise a Communicative Task

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 an important role in their daily life.

Purpose

What is the general purpose of your text?

To inform and 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?

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

Design and Genre

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

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

Due Date

What is the deadline for the completed text?

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

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