

Assignment 1. Content planning and development

Suppose you need to describe a product, situation, concept, or process to a group of non-experts. You decide to develop a one-page document (300–500 words) to explain, inform, or convince your audience to take a certain action.

First, answer the following questions, and then use your answers to guide the development of your document.

Use the guiding principles from *The Elements of Style* to develop your content. When in doubt about grammar, usage, and style, refer to the *Chicago Manual of Style* or another style guide you have access to (e.g. *Microsoft Style Guide*).

This is an open-ended assignment. Please select a topic you are interested in or are currently conducting research on.

A. Content planning questions

1. Who is your audience? Describe them in a few sentences.
2. What do they want to accomplish?
3. What is your goal for providing the content?
4. What constraints do you have?
5. Which style manual or guide do you use as a reference?

B. Content development

Once you have answered the questions above, develop your content using a two-step approach:

1. Define the structure of your content and identify the topic of each paragraph.
2. Draft and refine your document by consulting a particular style manual or guide.