

Name: Nicola O'Sullivan

Module: Principles of Professional and Technical Communication and Information Design

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**This document contains:**

- Critique of the Sanyo Compact Refrigerator manual
- Works cited for the critique
- Sources for graphics used in the manual redesign

**Instructions Critique**

**Source Manual:** Sanyo Compact Refrigerator

**Content**

- This manual contains the sections that a new owner of a refrigerator would expect to see, e.g. "Where to Install the Refrigerator" (pg. 5). However, it also gives space to a "How to Remove Ice Cubes from Tray" (pg. 5) section, which a user is unlikely to consult a manual for. I will leave non-essential information out of my redesign.
- A manual should outline hazards to avoid legal liability (Tebeaux and Dragga,, 2015). The content of the Sanyo manual does not adequately cover safety measures. Page 5 does not highlight the importance of the grounded plug. Content needs to be informed and reliable (Lannon and Gurak, 2011). I will provide more detailed safety instructions in my redesign.

**Layout**

- Sections need clear titles that give a preview of the task (Lannon and Gurak, 2011). “Temperature Control” on page 3 does not stipulate that the section will tell you *how* to control the temperature. My redesign will give clear titles using the gerund of verbs.
- The design of the pages in a manual should be open and not contain too much information (Markel, 2015). The pages of the Sanyo manual squeeze three languages into each page, with a very small font. My redesign will consist of only one language on the page, and will utilise white space.

### **Organisation**

- The organisation of the Sanyo manual is not logical. It gives instructions for defrosting the refrigerator (page 3) before telling the user where to install it (page 5).
- Numbers should be used for chronological processes, and bullet points for listing conditions or other points of information (Tebeaux and Dragga, 2015). Page 5 of the Sanyo manual, under “Where to install a refrigerator”, uses numbers to outline a number of conditions. My redesign will use numbering and bulleting appropriately.

### **Writing Style**

- Instructions should be written in a clear, direct manner, using active voice and imperative mood (Lannon and Gurak, 2011). The Sanyo manual contains passive sentences such as “refrigerator can be regulated by adjusting cold control” (pg. 3). My instructions will use imperatives.
- Articles (a, an, the) need to be included in instructions (Markel, 2015). The Sanyo manual leaves out articles, for example “for the most sufficient operation of refrigerator” (page 3). In my redesign, I will opt for complete sentences over saving space.

## **Graphics**

- Graphics in an instruction manual should be clear, and attract the reader's attention (Lannon and Gurak, 2011). The Sanyo manual, however, uses graphics that are hard to distinguish, such as the images of the two fridges on page 4. The graphics I use in my redesign will clearly resemble the product the reader owns.
- It is important that graphics are located at the point where the reader needs them. (Tebeaux and Dragga, 2015). The illustrations in the Sanyo manual are not positioned directly above or next to the instruction. On page 5, the picture of the ice tray is located at the bottom, half way between two languages. It does not appear to be connected to any particular text. In my redesign, I will provide appropriate graphics that the reader can easily locate.

### **Works Cited for Critique**

Lannon, J. and Gurak, L. (2011). *Technical communication*. 12th ed. Boston: Pearson.

Markel, M. (2015). *Technical communication*. 11th ed. Boston: St. Martin's.

Tebeaux, E. and Dragga, S. (2015). *The Essentials of Technical Communication*. 3rd ed. New York: Oxford University Press.

## **Sources of Graphics Used in Manual Redesign**

### **Image of refrigerator (page 1)**

Amazon.com. (2016). *Amazon.com: Sanyo SR-172W Compact Refrigerator: Kitchen & Dining*. [online] Available at: <https://www.amazon.com/sanyo-sr-172w-compact-refrigerator/dp/b00004sacr> [Accessed 1 Dec. 2016].

### **Image of Model and Serial Number (page 3)**

Pat-testing.info. (2016). *SANYO EM-C8787B & EM-C8787W Microwave Oven*. [online] Available at: <http://www.pat-testing.info/recallnotice/sanyo-microwave.htm> [Accessed 1 Dec. 2016].

### **Image of SR-1730 (page 4)**

Amazon.com. (2016). *Amazon.com: Sanyo SR-172W Compact Refrigerator: Kitchen & Dining*. [online] Available at: <https://www.amazon.com/sanyo-sr-172w-compact-refrigerator/dp/b00004sacr> [Accessed 1 Dec. 2016].

### **Image of SR-2570 (page 4)**

Amazon.com. (2016). *Amazon.com: Costway Compact Single Reversible Door Mini Refrigerator and Freezer Office Home, 1.8 Cubic Feet, White: Appliances*. [online] Available at: <https://www.amazon.com/Costway-Compact-Reversible-RefrigeratorFreezer/dp/B01M13JCK2> [Accessed 1 Dec. 2016].

### **Warning Sign (pages 5, 6, 7, 8 and) and Info Sign (pages 6, and 10)**

The International Language of ISO Graphical Symbols. (2016). *International Organisation for Standardization*. [online] Available at: [http://www.iso.org/iso/graphicsymbols\\_booklet.pdf](http://www.iso.org/iso/graphicsymbols_booklet.pdf) [Accessed 1 Dec. 2016].

### **Image of Adjusting the Refrigerator Feet (page 5)**

Haier.custhelp.com. (2016). *How to adjust the refrigerator adjustable foot?* [online]

Available at: [http://haier.custhelp.com/app/answers/detail/a\\_id/307/~how-to-adjust-the-refrigerator-adjustable-foot%3F](http://haier.custhelp.com/app/answers/detail/a_id/307/~how-to-adjust-the-refrigerator-adjustable-foot%3F) [Accessed 2 Dec. 2016].

### **Image of Temperature Control Knob (Page 6)**

Review (2016). Whirlpool WRT111SFAW Apartment Refrigerator Review. [online]

Reviewed.com Refrigerators. Available at:

<http://refrigerators.reviewed.com/content/whirlpool-wrt111sfaw-apartment-refrigerator-review> [Accessed 2 Dec. 2016].