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Philosophy for Professional Communication

Professional communication takes writing further by implementing design elements to effectively deliver information to the audience. Successful communication is dependent on **clarity, accessibility, and inclusivity** to convey its goals to a wide range of readers. The way information is presented can be the deciding factor for its effectiveness in the present world. Successfully implementing these elements can ensure the message is delivered to the target audience in addition to the diverse range of other readers who may engage with the writing. My philosophy shows my approach to writing with these design elements. I aim to create professional writing that is **visually appealing, functional, equitable, and impactful.**

Functionality

Functional writing is achieved through using straightforward language that is easily understandable and avoids complexities that might distract readers. To achieve functional communication, the writer must respect the reader's time equally to their own, this will allow the desired message to be conveyed effectively. Part of respecting the reader's time means knowing the goal of the communication is more important than the length of the writing. Keeping the message concise with only including the necessary information is vital to keeping the reader engaged and the writing concise.

Accessibility

Accessibility and inclusivity are needed within professional writing and communication. Designing communication to address all audiences is how to achieve the full potential of the writing. Acknowledging the importance of cultural sensitivity when communicating is one way to appeal to a diverse audience.

When I studied abroad in Japan, I was careful with the language I was using when writing papers on Japanese Design. I had to make sure it was known I had little prior knowledge of the topic and my opinions were coming from an outside perspective. I implemented language and disclaimers to make sure I was being respectful of practices that were alien to me.

It is incredibly important to have cultural sensitivity and respect when one's writing will be read from perspectives different from their own. Using language that will resonate with international and multicultural audiences should always be in mind when writing content that could be seen by many different readers.

Format

Style and format are important when trying to achieve the above goals. Using precise and active language can both respect the reader's time and additionally help the writer be mindful of different audiences by being intentional with their writing. While writers can utilize a wide range of tones, maintaining a professional and respectful tone is vital in all professional communication.

I try to be respectful and confident in my writing while using appropriate language to stay professional. For me, this is the most effective way to communicate within the professional environment. This tone can build credibility and trust with the audience by seeming knowledgeable and respectful of the topic and the reader.

Formatting aspects like headings and bullet points should be utilized to take advantage of negative space to help the reader easily understand the material. Structured formatting helps readers focus their attention on critical information. Within professional writing, fonts, colors, and layout designs are under stricter boundaries, however, there is still room for personalization. Writing within professional guidelines is necessary but having unique and personal elements can set the writer apart. A uniform and consistent style can help the writer explore while still maintaining professionalism.

Design

The documentary, *Objectified*, addresses the role of intentional design within everyday objects. There is a heavy focus on usability and aesthetics. Dieter Ram's principles of good design highlight simplicity and clarity, which fall within my philosophy of professional writing. Focusing on the user experience and respecting their time is a vital aspect of Ram's philosophy and professional writing. "Form following function" directly applies to writing because the structure of a text must follow the goals of the communication to allow the reader to fully understand the information. A document with clear headings, bullet points when necessary, and a concise and logical flow is similar to the intuitive design of a well-made object.

Conclusion

My design philosophy is centered around **visually appealing, functional, equitable, and impactful writing**. By achieving these elements it allows the communication to inform the audience **effectively, engage readers, and persuade successfully**. The ideas presented in *Objectified* align with my philosophy for professional writing. Being intentional with writing will enhance the usability and impact of the communication. By utilizing design principles for my communication goals, I can effectively deliver my message to a diverse audience while maintaining professionalism and efficiency.