KENNESAW STATE UNIVERSITY

5 Things Our **Technical** **Communication Degree** *Can Do for You*

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What Can Our Degree Do for You?

Choosing your degree can be a stressful process that makes some students feel boxed in. Interested in computers and technology? Chances are, you'll be steered into Computer Science. Are you passionate about writing? English is the only degree for you. Do you love art and design? Art school seems like the right choice. Want to understand people and the choices they make? Your future is in psychology. Do you appreciate research and methodology? The Sciences need people like you.

But what if these paths don't completely define you? What if you like technology *and* writing? Design *and* research? What if you want to understand people without all the childhood trauma?

Maybe it's time to think outside the box. Our Technical Communication degree offers you a path out.

Technical Communication is a versatile degree that offers experience in a range of fields including

» Front-end development (build web pages using HTML, Java, Bootstrap, and more)

» Technical writing (write user manuals, grants, proposals, reports, product information sheets, and more)

» User interface and document design (design templates for apps, websites, documents, and more)

» User research and experience (conduct research studies with product users to enhance accessibility and user experience)

Our Technical Communication degree can give you the freedom to explore all of these fields and help you tailor your skills to fit the career path that best suits you.

Interested in learning more?
Keep reading to learn what our Technical Communication degree can do for you!

The Society for Technical Communication (STC) defines technical communication as

"Communicating about technical or specialized topics, such as computer applications, medical procedures, or environmental regulations."

"Communicating by using technology, such as web pages, help files, or social media sites."

"Providing instructions about how to do something, regardless of how technical the task is or even if technology is used to create or distribute that communication." [1]

Build In-Demand Skills

Depending on who you ask, you may have heard that good communication is one of the top five soft skills employers are currently seeking. According to a recent 2022 article by the Forbes Expert Panel, *modern* communication is the third most important soft skill to employers.

The Expert Panel defines **modern communication** as

"skills in micro-learning, video production/editing and using pictures to tell stories." [2]

We can help you build **modern communication** skills with classes like

Instructional Design (TCOM 3030) – Study different models of instructional design, learn to use effective instructional design principles and best practices, and create a brief instructional course of your own.

Visual Design I (TCOM 3431) – Study the principles and best practices of effective information design, practice analyzing the information design of graphics and documents, and redesign products to reflect these principles.

Visual Design II (TCOM 4431) – Study even more principles for effective information design, create charts and graphs that reflect effective information design, and design a fact book that uses data and design to tell a story.

Instructional Video (TCOM 4050) – Study the fundamentals of creating instructional videos, learn about audience analysis and goal analysis, evaluate the effectiveness of other instructional videos, practice using video creating and editing software, and create your own short "how-to" video.

These are just a few of the unique and diverse classes we offer to help you build in-demand skills.

"The skills I've learned in the technical communication degree program are constantly used in the workplace"

-Aaron Le, Senior TCOM student (2023)

Explore Different Fields

Technical communication is an extremely diverse field with a wide range of professions. Our degree program allows you to choose from an equally wide range of classes. We give you the freedom to explore the field without limiting you to a certain career while giving you the opportunity to experience aspects of many different professions.

Here are just a few examples that show the wide range of we possibilities offer:

Research in Technical Communication (TCOM 2030) – Study research methods, learn about research in the work-place used to design user-centered products, and conduct your own small research study.

Front-End Development I (TCID 3400) – Study front-end web development, learn HTML and CSS, and create your own webpages without relying on templates.

Social Media Infrastructure (TCOM 3145) – Study best practices for professional social media accounts, assess critical infrastructure documents for social media, and conduct a semester-long case study in which you develop your own critical infrastructure documents for social media.

Search Engine Optimization and Analytics (TCOM 3245) – Learn how search engines work, analyze the code of existing websites for effectiveness and best practices, utilize webmaster tools, and enhance existing code to maximize its priority for search engines.

The diverse classes we offer will also help you stay flexible in a competitive job market.

"There are so many options from instructional design, report writing, usability, and more. With plenty of electives to help build your skills, where you choose to go is up to you!"

-Jordan Klein, Junior TCOM student (2023)

According to a recent 2022 Forbes article, *the **top three** most in-demand skills over the next decade will be **digital literacy**, **data literacy**, and **critical thinking**.*[3] We can help you enhance these skills and improve your flexibility on the job market.

Improve Your Writing

Not only will our program help you build digital and data literacy skills; we'll also help you improve your writing skills.

Whether you decide to work in a writing-focused field such as technical writer, technical editor, or content creator, or another field entirely, good writing skills will probably be important to your employer. Our program will prepare you to analyze your audience, understand their needs, and write to their standards.

Choose classes like...

According to the Institute of Scientific and Technical Communicators (ISTC),

"Communication is an essential ingredient for the success and quality of any product, service, or business. . ." [5]

According to a 2020 article published on Indeed.com,

"Having a range of writing skills can enable professionals in any industry to get noticed by employers, advocate for their interests and get work done more effectively." [4]

Technical Writing I (TCOM 2010) – Study the organization, style, and mechanics of technical writing, practice writing and designing technical documents, and write a technical report.

Technical Writing II (TCOM 3011) – Build your understanding of technical writing, explore advanced styles, techniques, and technical document genres, and practice creating technical documents.

Technical Editing (TCOM 4000) – Study methods and skills needed to edit various types of technical documents, practice comprehensive editing skills, and prepare content that effectively communicates technical information to a wide audience.

"Having the ability to write clearly and concisely, as well as create clear and concise documents, is important to any workplace."

-Dania Dorat, Junior TCOM student (2023)

We focus on helping you enhance your writing and communication skills in almost all the class we offer.

Enhance Your Designs

Design matters. Your document's design largely impacts how well you connect with your audience and how receptive they are to your ideas. Good design makes an app, document, or website easier for people to use.

Our program can teach you the benefits of good design, consequences of bad design, and best practices that will allow you to create accessible, user-friendly designs. We also give you the opportunity to engage in several interactive design courses for your electives.

Don Norman, renowned in the field of design, explains that the way we perceive and experience our world...

"regulates how we solve problems and perform tasks. Negative affect can make it harder to do even easy tasks: positive affect can make it easier to do difficult tasks." [6]

Productivity Tools and Technologies (TCID 2002) – Explore workflow and project management tools, and learn to use Adobe design products.

Intro to Digital Media and Culture (TCID 2170) – Study digital media and design concepts including human-centered design, information design, aesthetics, taste, branding, and cultural ideologies in design.

Prototyping I (IAD 2100) – Learn the fundamentals of prototyping, explore the principles of visual and user interface design, and design your own prototype.

Interaction Design I (IAD 3000) Study interaction design methods and use prototyping tools to create your own team-based project.

Taking IAD 2100 & 3000 won't just help you enhance your designs; you can get an IAD minor too!

"I loved that we got to learn some basic design skills in addition to our tech writing classes. Now I use Adobe programs all the time!"

-Marissa Bailey, Senior TCOM student (2023)

Help With Everyday Tasks

The skills you can learn through our degree program are not just for the workplace. In fact, you may find yourself using them in your everyday life.

Design thinking, or thinking in terms of design, can help you navigate digital environments such as websites or apps and create better designs for your personal projects.

Our program can also help you build soft skills such as expressing complex ideas concisely. You may find that you're able to express yourself better in everyday conversations or to better understand the needs of people around you.

Soft skills, according to the Oxford Dictionary, are *"personal qualities that enable you to communicate well with other people."* [7]

The many skills our program offers can help you become a better communicator and designer in your everyday life as well as your professional one.

I design and develop experiences that make people's lives **simple.**

See my work

"This degree program has helped me build my soft skills and better approach problems, conflicts and situations in my everyday life."

-Morgan Patterson, Senior TCOM student (2023)

How Can You Get Started?

If you're struggling to find a degree program that's right for you, maybe it's time to ditch the box.

Reach out to us about our Technical Communication program, request more information, and see if our program is a better fit for your diverse skills and interests.

Email: tcid@kennesaw.edu
Phone: 470-578-7202
Fax: 470-578-9227

You can also learn more at https://radow.kennesaw.edu/tcid/index.php

Sources:

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[3] Mar, B. (2022). The Top 10 Most In Demand Skills for the Next 10 Years. **https://www.forbes.com/sites/bernardmarr/2022/08/22/the-top-10-most-in-demand-skills-for-the-next-10-years/?sh=64e3d3bb17be/**

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[6] Norman, D.A. (2002). Emotion & Design: Attractive things work better. Retrieved from: **https://jnd.org/emotion_design_attractive_things_work_better/**

[7] Oxford English Dictionary. (n.d). Soft Skills (Noun). **https://www.oxfordlearnersdictionaries.com/us/definition/english/soft-skills?q=soft+skills/**