



*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.”<sup>1</sup>*

## 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.”<sup>2</sup>*

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)*

