Design an instructional map (3 pages average) to show first time visitors (basically interested to know more about technical writing) around the Auditorium building. Be specific and don’t try to cover everything. This should be more of a concise brochure (an instant guide) which can be read and understood instantly.

You might take a look at how the visitors’ information guides / departmental brochures are designed. That might be a good example to follow when you are trying to learn about a facility, a particular program as well as reach there.

Although there is no one way to design such a brochure, this instructional map might incorporate multiple sections:

- A brief introduction about the building / department / specific program (the current standing and the history). How would you reach this building (depends on where you are coming from)?

- Instruct readers about different offices and facilities located inside the building (specific to tech writing). Readers should be able to reach a specific location quite easily.

- Discuss the courses offered (in technical writing / certification in tech writing etc) and how it can be professionally helpful for the students. You might briefly quote past experience of students.

- Talk briefly about the current students and faculty (in technical writing).

- Promote different facilities in the building (technical writing lab, copyroom, meeting rooms, technological accessibility in the classroom etc). Consider this point more as an advertising feature to promote the technical writing program.

- Optional (but strongly recommended) – If you have a digital camera, take some pictures of facilities (Dr. Sims working, the tech writing lab, the main office, the classroom etc) to show it besides the text where you are describing the specific facilities. You want to use everything to attract readers’ attention. A university / department brochure might be a good example.

- Make sure you are able to design information in a way that distinguishes information to reach somewhere from information to know about something.

- Make sure you follow the text-graphics suggestions I provided you in the last class. Keep it handy when you are designing for this workshop.

- Importantly, don’t copy materials from the English department website. Write your own text and make your own design.