

# Technical Writing and Editing Guide

## The Purpose of the Project

Inform, describe (typically a process), or persuade.

If you are persuading in your project, make sure your argument is clear. Whether in a visual aid, a document, or another form of communication, consider if you want an explicit (direct) or implicit (implied) argument.

Explicit argument: an argument that directly states its claim to the audience and provides reasons and evidence to support this claim (Morey, 2014).

Implicit argument: an argument that may provide a claim, reasons, or examples, but most likely not all three and does not directly state what the author wants the audience to think

# Technical Writing and Editing Guide

## **Colors, Symbols and Organization**

Make sure the colors work well together and are readable (for example, background and text color, on the screen and projected, etc.)

Colors have psychological and cultural meanings. Research this before picking, submitting, or approving a website, logo, advertisement, or any other project that combines and uses colors.

