

Planning and Researching Technical Definitions

Part 1: Start with the *Question Pyramid*. Choose an object, process, or idea used in your field. Once you have your questions, complete any research necessary to answer them.

- I. What is your burning problem?
Ex: *How can we solve the cat overpopulation in Canada?*
- II. 2 to 3 supporting questions
Ex: *Exactly how many cats are there currently in shelters?*
What are the best ways to reduce cat population?
 - 1.
 - 2.
 - 3.
- III. 1 or 2 probing questions
Ex: *Have the number of cats in shelters been reduced at all?*
How much time is being allocated to addressing cat overpopulation?
 - 1.
 - 2.

Note: Whether you're writing an informational or process infographic, it should have a technical definition at the top of both infographics.

Part 2: Determine Your Purpose. Why are you defining this term? Are you offering a new definition? Are you distinguishing your definition from others? Are you striving for accuracy?

- Write a purpose statement. It might look something like:
"My purpose is to define the word "butterfly" in this infographic so that my reader knows the differences between a butterfly and a moth."

Part 3: Identify your audiences. Think of two specific people that you know and to whom you could write a definition/description. They should contrast in needs, values, and interests. This assignment requires that you write two infographics on the **same** topic which are tailored to two different audiences. Before you can draft your infographics, you must decide **who** your audiences are and **what they need**. Different audiences require different types of information and design in order to take action.

- 1.
- 2.

Part 4: On the blank sheet of paper, begin organizing your information visually. How should your information be organized? What sort of graphics might you include? Remember the four principles of design:

Contrast, Repetition, Alignment, & Proximity. This is a rough draft, so it doesn't need to be perfect.

Part 5: Complete the M5 Discussion Board on MyCourses. The first post is due by Saturday night.