

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.