

UIT -106

**KONGUNADU ARTS AND SCIENCE COLLEGE**  
**(AUTONOMOUS)**  
**COIMBATORE – 641 029**



**DEPARTMENT OF INFORMATION TECHNOLOGY (UG)**

**Certificate Programme**  
**on**  
**Technical Writing**

**CURRICULUM AND SCHEME OF EXAMINATIONS**  
**(2025 - 2026 onwards)**

**DEPARTMENT OF INFORMATION TECHNOLOGY**

**Vision:**

- To achieve excellent standards of quality education by keeping pace with rapidly changing technologies.
- To create technical manpower of global standards with capabilities of accepting new challenges in Information Technology.
- Integral Formation and Empowerment of students for social transformation through Information Technology.

**Mission:**

- To provide outstanding education and training to our graduate students for their productive careers in industry, academia, and government.
- To impart quality and value-based education to raise the satisfaction level of all stakeholders.
- To empower students with academic excellence, knowledge and training.
- To enable critical thinking among students towards development in IT with reference to social transformation.
- To apply new developments in Information Management and provide all possible support to promote research & development.
- To serve as a platform whereby the student enrich their personalities to assume greater responsibilities.

**PROGRAMME OUTCOME (PO)**

- PO1** To emphasise the importance of Technical in writing
- PO2** To train students in specified types of creative writing
- PO3** To develop various real time writing skills using latest technologies
- PO4** To understand the concept of knowledge representation and transform the real-life information into different representations.
- PO5** To bring out students originality in writing

**PROGRAMME SPECIFIC OUTCOME (PSO)**

On successful completion of this programme you will have knowledge and understanding of:

**PSO1** An ability to apply scientific and technical principles in technical writing

**PSO2** An ability to explore the distinctive features of creativity

**PSO3** An ability to apply and independently write within academic institutions

**PSO4** An ability to be generative to release fresh energy and to influence mind

**PSO5** Use different techniques to reflect the writing methodology with creativity

**KONGUNADU ARTS AND SCIENCE COLLEGE [Autonomous]****COIMBATORE - 641 029.****CERTIFICATE PROGRAMME IN TECHNICAL WRITING (Six Months)****CURRICULUM & SCHEME OF EXAMINATION****[APPLICABLE TO THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2025-2026 & ONWARDS]**

	Subject code	Title of the Paper	Instruction Hours / Cycle	Exam. Marks			Duration of Exam (hrs)	Credits
				CIA	ESE	Total		
<b>Semester</b>	25CTW101	<b>Core Paper 1 –</b> Introduction to Technical Writing	3	25	75	100	3	2
	25CTW102	<b>Core Paper 2 –</b> Social Media Content Writing	3	25	75	100	3	2
	25CTW103	<b>Core Paper 3 –</b> Foundation of Creative Writing	3	25	75	100	3	2
	25CTW1CL	<b>Core Practical 1 –</b> Authoring tools Lab	3	40	60	100	3	2
	<b>Total</b>		12	-	-	400	-	8

**Part-wise Total Marks:**

<b>SUBJECT</b>	<b>MARKS</b>	<b>TOTAL CREDITS</b>
Core Theory	300	6
Core Practical	100	2

**CIA – Continuous Internal Assessment****ESE - End of Semester Examination****50% CIA is applicable to all subjects for both Theory and Practical.**

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### Components of Continuous Internal Assessment (50 Marks)

Components		Marks	Total
Theory			
CIA I	75	(75+75) Converted to 15	25
CIA II	75		
Assignment/Seminar		5	
Attendance		5	
Practical			
CIA Practical		25	40
Observation Notebook		10	
Attendance		5	

\* Class Participation, Case Studies Presentation, Field Work, Field Survey, Group Discussion, Term Paper, Workshop/Conference Participation. Presentation of Papers in Conferences, Quiz, Report/Content writing. Etc.

\*\* Two Assignments to be given. (Each 5 marks).

### BLOOM'S TAXONOMY BASED ASSESSMENT PATTERN

**K1**-Remembering; **K2**-Understanding; **K3**-Applying; **K4**-Analyzing; **K5**-Evaluating

#### 1. Theory Examination:

##### (i) CIA I & II and ESE: 75 Marks

Knowledge Level	Section	Marks	Description	Total
K1 Q1 to 10	A (Answer all)	10 x 1 = 10	MCQ	75
K1 – K5 Q11 to 15	B (Either or pattern)	5 x 5 = 25	Short Answers	
K2 – K5 Q16 to 20	C (Either or pattern)	5 x 8 = 40	Descriptive / Detailed	

**\*\*For ESE 50 marks converted to 25 marks.**

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### 2. ESE Practical Examination:

Knowledge Level	Section	Marks	Total
K3	Experiments  Record Work	50	60
K4		10	
K5			

Programme Code: 12		CERTIFICATE PROGRAMME ON TECHNICAL WRITING	
Title of the Paper: Core Paper 1 – Introduction To Technical Writing			
Batch	Hours / Week	Total Hours	Credits
2025-2026	3	45	2

### Course Objectives

1. To teach technical writing concepts.
2. To learn the Principles of technical writing.
3. To understand the development process in technical writing.

### Course Outcomes (CO)

<b>K1 to K5</b>	<b>CO1</b>	Remember the basis of technical writing.
	<b>CO2</b>	Understand about Roles and responsibilities of writers.
	<b>CO3</b>	Apply the Stages of Technical writing.
	<b>CO4</b>	Analyze the use of Technical Reports, project proposals etc.
	<b>CO5</b>	Evaluate and assess the writing process .

### Syllabus

#### Unit I

**(9 Hours)**

What is technical writing? Difference between technical writing and other forms of writing. Qualities and qualifications of technical writers. End products of technical writing. professionals involved - project manager/editor, writers, graphic artists; liaison with product engineers/scientists and clients.

#### Unit II

**(9 Hours)**

Roles and responsibilities of writers, editors/project managers. 7 Cs of effective writing: Document formats – hard and soft copy versions designs. Principles of technical writing; styles in technical writing; clarity, precision, coherence and logical sequence in writing.

**Unit III****(9 Hours)**

Stages of Technical writing. Document development process, Technical documentation, Planning, Tools, architecture, templates, content development, technical reviews, editorial reviews. Quality control.

**Unit IV****(9 Hours)**

Technical reports, project proposals, project abstracts, project documents and manual writing, proposal writing, writing resumes and cover letters. Creating a technical Document. Translation techniques of translation, manual translation, translating advertisements, press releases, copy and reports.

**Unit V****(9 Hours)**

The writing process-aim of writing, knowing the writing assignment, its clients and end users; gathering of facts/date. Technical writing software tools, Microsoft word, Macro media robohelp, adobe frame maker, snag IT, MS Visio, Powerpoint, Photoshop.

**Teaching Methods:**

Chalk and Talk, Smart Class Room, Powerpoint Presentation, Seminar, Quiz & Discussion

**Text Books :**

1. Dan Jones , Sam Dragga, **Technical writing style**, Preason Publication, 1997.
2. Walter.E.Ollu, **Handbook of Technical writing**, St. Martin's Press , 2011.
3. Kieran Morgan and Sanja Spejic, **Technical writing process**, Illustrated Publications, 2015.
4. Tyagi .K, **Advanced Technical Communication**, Prentice Hall India Learning Private Limited, 2011.
5. Mike Markel, **Technical Communication**, Bedford St. Martins, 2009.



**Mapping**

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	S	S	H	H
<b>CO2</b>	S	S	H	M	S
<b>CO3</b>	H	S	H	S	H
<b>CO4</b>	S	S	H	S	H
<b>CO5</b>	S	H	H	S	M

**S** – Strong**H** – High**M** – Medium**L** – Low

Programme Code: 12		CERTIFICATE PROGRAMME ON TECHNICAL WRITING	
Title of the Paper: Core Paper 2 – Social Media Content Writing			
Batch	Hours / Week	Total Hours	Credits
2025-2026	3	45	2

### Course Objectives

1. To teach the writing process.
2. To learn the basics of media writing.
3. To understand the about ABCD Media writing and journalism.

### Course Outcomes (CO)

<b>K1 to K5</b>	<b>CO1</b>	Remembering the basis of writing process.
	<b>CO2</b>	Understand about Media Writing.
	<b>CO3</b>	Applying Grammar and Vocabulary.
	<b>CO4</b>	Analyzing the use of New Media and Journalism.
	<b>CO5</b>	Evaluate and assess the Writing for Web.

### Syllabus

#### Unit I (9 Hours)

Understanding Writing Process -Writing Process: Brainstorming for Ideas, Idea Organization and Audience Analysis - Writing Mechanism: Opening, Developing and Winding up the Argument/ Narrative - Editing, redrafting and Formatting - Abstract, Essay and Column Writing.

#### Unit II (9 Hours)

Introduction to Media Writing- Fundamentals of Media Writing: Descriptive, Narrative, Objective and Reflective – Case studies and examples.

#### Unit III (9 Hours)

ABCD of Media Writing: Grammar and Vocabulary - Writing for News and Non-news Mediums for Print media - Writing for News and Non-news Mediums for Electronic media.

**Unit IV****(9 Hours)**

New Media and Journalism - Concept and definition of online journalism - Features of online journalism -Types of online journalism A. News websites B. Blogs: Creation and writing C. Citizen Journalism - Social Media: Facebook, Twitter, Instagram, LinkedIn etc.

**Unit V****(9 Hours)**

Writing for Web - Writing news stories, features and articles for Web- Interview and chats on the web as news source - Mobile digital news formats - Computer Assisted Journalism (CAJ) - Introduction to CMS (Content Management System).

**Teaching Methods:**

Chalk and Talk, Smart Class Room, Powerpoint Presentation, Seminar, Quiz & Discussion

**Text Books:**

1. Choudhary, R, **Media Writing**, Centrum Press, 2010.
2. Howard, P, **Perfect your Punctuation**, Longman Cheshire, 1986.
3. Sinha, P. K, **Media Writing**, Indian Distributors, 2006.
4. Vander Mey, R. **The College Writer: A guide to Thinking, Writing and Researching**, Houghton Mifflin, 2004.
5. Wren & Martin, **High School English: Grammar &Composition**, Crescent News, 2008.

**Mapping**

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	S	S	H	H
<b>CO2</b>	S	S	H	S	S
<b>CO3</b>	S	H	H	S	H
<b>CO4</b>	S	S	S	S	M
<b>CO5</b>	S	S	S	H	M

**S** – Strong    **H** – High    **M** – Medium    **L** – Low

Programme Code: 12		CERTIFICATE PROGRAMME IN TECHNICAL WRITING	
Title of the Paper: Core Paper 3 – Foundation Of Creative Writing			
Batch	Hours / Week	Total Hours	Credits
2025-2026	3	45	2

### Course Objectives

1. To teach the features of Interpreting Pictures.
2. To learn the Tools and Techniques.
3. To understand Writing Advertisements.

### Course Outcomes (CO)

<b>K1 to K5</b>	<b>CO1</b>	Remembering the Features of creativity.
	<b>CO2</b>	Understand Various Dialog Writing.
	<b>CO3</b>	Developing Imagination.
	<b>CO4</b>	Analyzing the use of Advertisements for business .
	<b>CO5</b>	Evaluate and assess the Writing for Media.

### Syllabus

#### Unit I

(9 Hours)

Features of creativity -Writing Imaginary Poems, Stories and Essays Visualization- Quick Writing- Interpreting Pictures- Writing poetry using metaphor, simile - Writing with Rhyme scheme.

#### Unit II

(9 Hours)

Various Kinds of Writing-Genres - Tools and Techniques - Using video clippings as creative writing resources-Writing Drama – Dialogues-story and Character Development.

#### Unit III

(9 Hours)

Developing Imagination- Writing strategies: Description, narration, instructions, recommendations, comparison and contrast, cause and effect, definition, classification-Number of generative exercises.

#### Unit IV

(9 Hours)

Writing Advertisements-for business- Taboo words in writing- writing autobiography- writing a short story- Writing about improbable conditions.

**Unit V****(9 Hours)**

Political news Sports -Health issues- Business enquiry- Educational- Local Problems and Solutions given by the Government-current issues.

**Text Books:**

1. Daniel Wessel, **Organizing Creativity**, Amazon Asia-Pacific Holdings Private Limited, 2023.
2. Ed Swick, **Writing Better English for ESL Learners**, Second Edition Paperback 2009.
3. Jordan, R. R. **Academic Writing Course: Study Skills in English**, Pearson Education Ltd., 1999.
4. Stephen King, **On Writing Well**, Hodder Paperbacks, 2012.
5. Tara Mokhtari, **The Bloomsbury Introduction to Creative Writing**, The Bloomsbury Publication, 2015.

**Mapping**

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	S	S	S	H	H
<b>CO2</b>	S	S	H	S	S
<b>CO3</b>	S	H	H	S	H
<b>CO4</b>	S	S	S	S	M
<b>CO5</b>	S	S	H	S	S

**S** – Strong**H** – High**M** – Medium**L** – Low

Programme Code: 12		CERTIFICATE PROGRAMME ON TECHNICAL WRITING	
Title of the Paper: Core Practical 1 – Authoring Tools Lab			
Batch	Hours / Week	Total Hours	Credits
2025-2026	3	45	2

### Course Objectives

1. To teach the various on line software tools for creating web page.
2. To learn the techniques of content management.
3. To understand creation of Advertisements and other Web contents.

### Course Outcomes (CO)

<b>K1 to K5</b>	<b>CO1</b>	Remembering the Features of creativity.
	<b>CO2</b>	Understanding Various Drawing and Writing tools.
	<b>CO3</b>	Developing Imagination.
	<b>CO4</b>	Analyzing the use of Advertisements for business.
	<b>CO5</b>	Evaluating and assessing the media potential.

### List of Practical Programs

1. Create animated GIF files, image maps using Canva / Makeagif / Figma.
2. Plan and design a small Web site using HTML Basic Tags.
3. Create and Web page using templates from Canva/AI tools.
4. Create and add animation, marquees, and page transitions to the Web site using HTML/Figma/Canva.
5. Draw a landscape using multiple Layers using Easy Generator/Course Lab Free.
6. Use Effective Cropping Techniques to design a collage using online tools.
7. Pick any picture of a magazine cover page and make changes using selection tool using online tools.
8. Add content to a Webpage using online tools.
9. Create a Newspaper content using any of the tools using online tools.
10. Design a poster for 2024 election and show the difference in resolution and quality for Print and Web using online tools.

**Guidelines to the distribution of marks for Practical Examinations:**

Two Questions will be given for each student. (3 Hours / 60 marks)

Record: 10 marks

Particulars	Program1 (Marks)	Program2 (Marks)
Algorithm	5	5
Program Coding	15	15
Execution & Modifications	5	5

**Teaching Methods:**

Presentation and Program Demonstration using Projector
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**Mapping**

CO \ PSO	PSO1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	M	S	H
CO4	S	S	S	S	S
CO5	S	S	S	S	H

**S** – Strong

**H** – High

**M** – Medium

**L** – Low