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## **INFORMATION ARCHITECTURE: About TPW Cert. Program**

### **Technical & Professional Writing Experience**

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**Sr. User/Design Researcher / Information Architect Specialist**  
**User Experience Designer**

### **TPW Cert.**

#### **About the TPW Cert.**

#### **(Technical & Professional Writing, Vocational Training) Program**

Technical writers communicate about Information Architecture and design, user experience design concepts to clients in written reports via user/design research. Project/product managers keep timelines and successfully manage scope on projects, in conjunction with all the components for user-centered design.

- All aspects and components of Information Architecture and user experience design documentation—mapping and diagramming—and various IA/UXD documents, derived from user/design research are necessary components for online products.
- Other components for Corporate Training and Instructional Design and E-Learning require technical writing and editing—user/design research—as well as Information Architecture, including usability testing. The program promotes hands-on vocational training, geared for high-tech employment and supplemental to the MAEd program.
- Professional writers also develop a significant portfolio derived from numerous real-world technical and professional writing projects. The portfolio and internship are required components to this program. In order to graduate, the portfolio must pass a rigorous review and editing review process.



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#### **Interdisciplinary Electives Required— Information Architecture & Design**

The TPW curriculum covers technical and professional writing, work-place writing and forms, methods, and issues. The TPW program includes interdisciplinary electives that further develop related communications skills in technical and professional writing, nurturing professional attitudes.

- Major/Emphasis: Technical and Professional Writing, Graphic Design, FrameMaker, Information Architecture, Usability Testing

#### **Foundational Skills**

Core skills, in the TPW program, provide solid foundational skills in technical and professional writing and other interdisciplinary electives paramount to Information Architecture as well as design, including:

- Fundamentals of technical and professional writing;
- Professional editing and grammar for technical writing;
- Desktop publishing for professional writers (Adobe Creative Suite);
- InDesign, Photoshop, Illustrator, Fireworks, Flash;
- Individual and team writing, including extensive writing projects;
- Graphic design, typography, graphic design theory;
- Information Architecture, usability testing;
- FrameMaker and producing books;
- Document design; and
- Hands-on vocational training (in technical writing, Information Architecture, usability testing), and work experience in technical writing.

#### **Portfolio**

The TPW program requires that a complete technical and professional writing portfolio must be successfully produced at the midpoint of the program for review. The hard copy and annotated portfolio is required prior to graduation, and it has to pass a rigorous inspection and approval process prior to graduation.

#### **University Program**

Unlike many other extension programs, the degree in technical and professional writing is a professional program that prepares writers for employment at corporations. The TPW Certificate is equivalent to the BATPW.



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#### **Details**

The TPW program at the university is rated as a high-quality program that delivers rigorous training to professional writers. It is also highly regarded in the professional community—in San Francisco and the Bay Area.

Other skills are taught via the skills electives as well as subject matter focus. My other focus was in graphic design, typography, usability testing, user-centered design, user experience design, and Information Architecture (combined programs).