

Are you interested in writing, information design, and research?



The **Professional and Technical Writing (PTW)** program, with a focus in **Usability Studies**, might be a good fit for you.


What is Usability Studies?

Usability is a measure of how well a user in a specific context can use a product or design to achieve a defined goal efficiently and effectively.

Contact Us:

 (989) 964-2296

 bherzog@svsu.edu

 Follow us on Instagram!
@svsu_aptw

In Professional and Technical writing, we test the usability of different products or designs and make improvements based on those studies.

Are you interested in Usability Studies?



**PROFESSIONAL
& TECHNICAL
WRITING**

Look into our Minor program too!

Here are some related PTW Courses:

 **RPW 230**
Problem Solving in PTW

 **RPW 328 & 428**
Internship I & II

 **RPW 350**
Information Architecture

 **RPW 370**
Usability Studies

 **RPW 430**
Advanced Problem Solving in PTW

Why study usability?

Usability studies are important because they improve the experience of the user while they are using a product or design.

In Professional and Technical writing, we test the usability of different products or designs and make improvements based on those studies.

How are usability studies conducted?

Usability studies are conducted using usability testing. This can be done in a variety of ways including focus groups and interviews.

Check out our Center for Usability Research and Design!

One of only 2 in Michigan, we operate an advanced usability lab that allows students to **conduct usability studies, user experience research, and use film and recording equipment.**

Location: Professional and Technical Writing Suite in Curtis Hall

Join our Usability Research Team!

Work as a group with local businesses to **improve customer's experience, tech, and much more!**

Are you interested in editing, grant writing, and instruction design?




The **Professional and Technical Writing (PTW)** program, with a focus in **Writing**, might be a good fit for you.

What is Technical Writing?


Writing demands so much more than typing words onto pages and screens.

Writers create books, manuals, magazines—as they always have. But, they also design websites, social media campaigns, instructional videos, museum displays, graphic novels and more.

Contact Us:

 (989) 964-2296

 bherzog@svsu.edu

 Follow us on Instagram!
@svsu_aptw

Are you interested in **Technical Writing**?



How is writing diverse?

Professional and technical writers solve complex problems in creative and innovative ways.

Writers learn to make designs more effective and inclusive by studying people as they use information.

Check out our Center for Usability Research and Design!

One of only 2 in Michigan, we operate an advanced usability lab that allows students to **conduct usability studies, user experience research, and use film and recording equipment.**

Location: Professional and Technical Writing Suite in Curtis Hall


Look into our Minor program too!

Here are some related PTW Courses:

 **RPW245**
Journalistic Writing & Research Practices

 **RPW 335**
Instructional Writing & Design

 **RPW 336**
Grantseeking & Proposal Writing

 **RPW 435** Editing

 **RPW 440**
Writing for Public Purposes

Join our **Usability Research Team!**

Work as a group with local businesses to **improve customer's experience, tech, and much more!**

Are you interested in culture, theory research, and analysis?

The **Professional and Technical Writing (PTW)** program, with a focus in **Rhetoric**, might be a good fit for you.

What is Rhetoric?

Rhetoric is the study of effective speaking and writing. And the art of persuasion. And many other things.


In the Department Rhetoric and Professional Writing (RPW), we use rhetoric as a theoretical framework for thinking about how to understand and address the problems and challenges we face.

*Rhetorical Theory dates back to **600 BC!***

Contact Us:

 (989) 964-2296

 bherzog@svsu.edu

 Follow us on Instagram!
@svsu_aptw

Are you interested in Usability Studies?



Look into our Minor program too!

Here are some related PTW Courses:



RPW210
Rhetoric, Culture, & Power



RPW 265
Rhetorical Theory



RPW 368
Cultural Rhetoric



RPW 370
Rhetorical Analysis



RPW 465
Advanced Rhetorical Theory

Why study Rhetoric?

It is in this way that Professional and Technical Writing students learn to tackle projects. Rhetorical frameworks allow students the adaptability necessary to not only apply one skill set to one situation, but also to apply their broad communication knowledge to a variety of situations, problems, and contexts.

Check out our Center for Usability Research and Design!

One of only 2 in Michigan, we operate an advanced usability lab that allows students to **conduct usability studies, user experience research, and use film and recording equipment.**

Location: Professional and Technical Writing Suite in Curtis Hall

Join our Usability Research Team!

Work as a group with local businesses to **improve customer's experience, tech, and much more!**