

# Generating content



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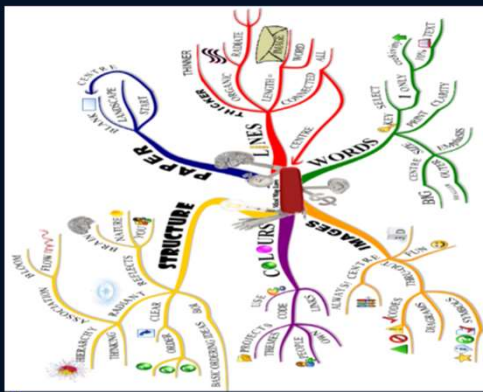
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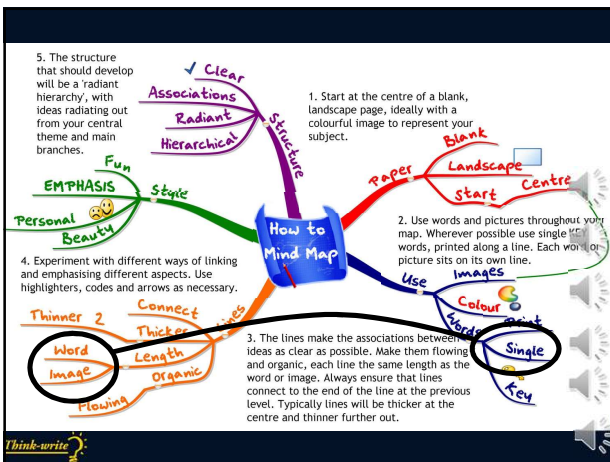
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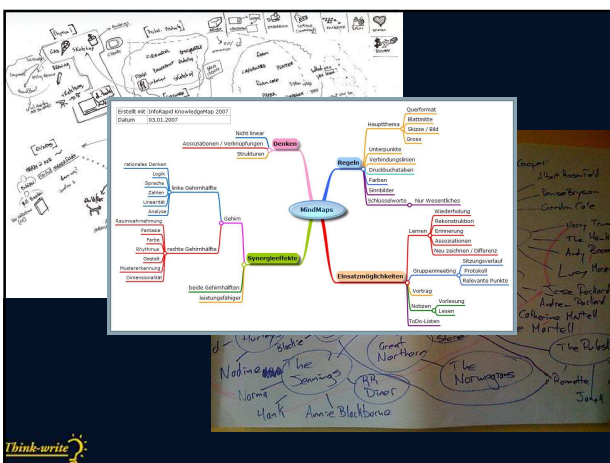
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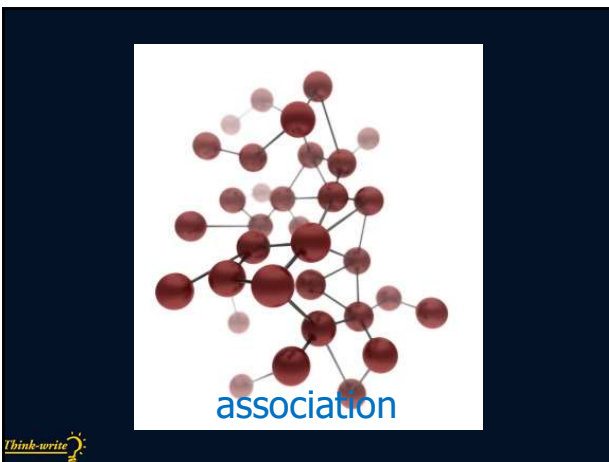
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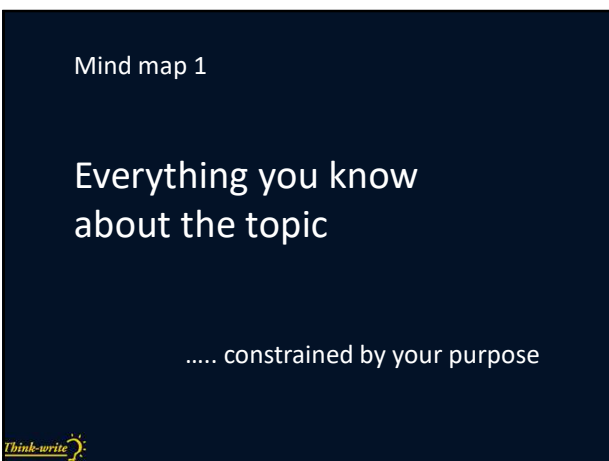
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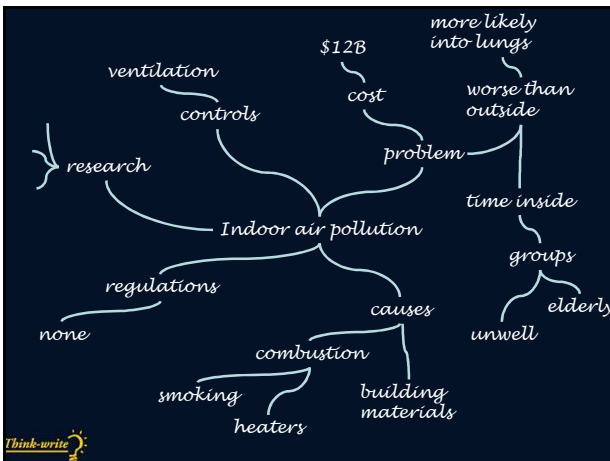
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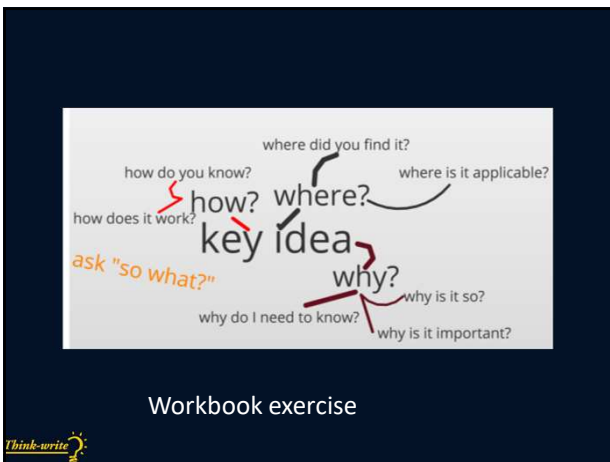
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Mind map 2

## Questions the user will have

..... constrained by what the user already knows

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Workbook exercise

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Make judgements about content



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Mind map to generate content

1. Everything you know
2. The questions users will have

Make judgements about what to include and what to leave out



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### Organising and structuring content

- Organise for the reader
- Write 'point first'
- Layer information



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### Organise for the reader

Consider 'what will they need to do with this information'



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**Terrain masking**

Terrain masking results from the existence of mountains, hills, trees, and buildings between the gunner and the target. The local terrain profile will influence the distance which low altitude targets will be unmasked; i.e. not be hidden behind a hill or other terrain features. Terrain masking is a primary consideration in establishing a red-eye air defence, and its effects can be minimised by proper site selection.



**Choosing observers sites**

The site you pick for an observer will affect how far away he can spot targets.

Mountains, hills, trees and buildings may hide a low-flying target from the observer. This is called terrain masking. Choose a site where the terrain has a low profile so it will not mask targets.

The observer has to pick out an aircraft from the background it is flying against. He can see an aircraft that contrasts with its background better than one that is camouflaged to blend with the background. For example, most aircraft blends well with a background of mountains. When you pick an observer site, be sure to think about the background of the direction the targets will probably be coming from.

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**Organise for the reader**

Consider:  
what do they already know?



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- From the known to the unknown
- From the familiar to the unfamiliar
- From the simple to the complex



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## Organise for the reader

Digestible chunks



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Keep related content together

Units of information that the user can get their head around (unit size varies)



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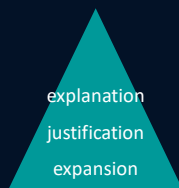
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## Write 'point first'

The key point



Orients your reader

Provides context for what follows



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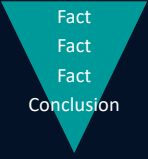
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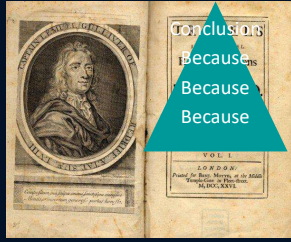
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Develop knowledge  
this way



Explain knowledge  
this way



*Think-write*

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Readers



Structure



*Think-write*

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Business readers are predictable. They usually read for information, not for pleasure. They are constantly under pressure from other demands that compete for their time. The thoughtful writer tries to convey as much information as possible, accurately and as clearly as possible, in as little reading as possible.

Business reading is different to reading a novel. Don't try to hold your readers in suspense. Get to the point fast. Often a reliable headline is all readers need. Readers are eager to put your document aside as soon as they decide they have all they need.

The skilful writer ensures really important information is received properly. What is the one statement about which a writer would be willing to say: "It's all right if my readers read nothing else". That should appear at the beginning. And if it does, it may be truly all right if the reader reads nothing else.

In wanting to stop early, the reader is not lazy or irresponsible; the reader is reading only for information, is busy, and is eager to receive important information quickly, then move on.

*Think-write*

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- Indoor air pollution impacts
- Causes
  - Pollutants
  - Activities
- Effects
  - Short term
  - Long term
- Individual response
  - Ventilation
    - Mechanisms
- Government response
  - Research
  - Standards
  - Regulation



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## Other organising structures

- Topic, sub-topic
- Chronological



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## Other organising structures

- Topic, sub-topic
- Chronological
- Function      Filtering waste water  
                     Removing graffiti
- Product        Wheels  
                     Engines
- Alphabetic     Dioxins  
                     Polluted waters  
                     Sydney Harbour  
                     Health risks



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<b>Situation</b>	What's happening now?
<b>BUT</b>	
<b>Complication</b>	In what ways is this inadequate?
<b>SO</b>	
<b>Focusing question</b>	Where should we focus?
<b>Answer</b>	Your proposed solution



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<b>Point</b>	Statement in response to the question
<b>Reason</b>	Supporting argument for your answer. Starts with "that's because ...."
<b>Example</b>	A brief story to illustrate the point



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## Question and answer



Questions in the

Answer the question immediately

Are best after an explanation



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But I'm forced to use the organisation's template....



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## Reports

- The question you are answering
- Why the question needs to be answered
- The answer
- Other information you found
- How you answered the question
- Data



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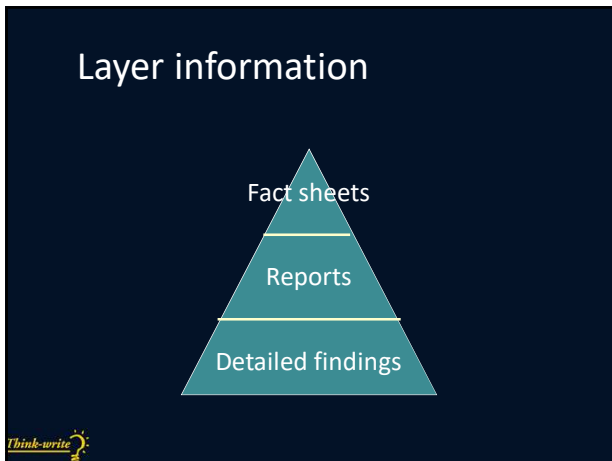
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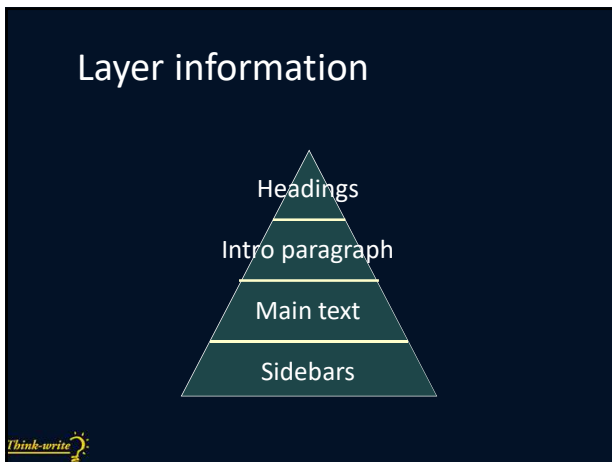
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**Green offsets – development without additional environmental impact**

Green offsets are a way of having both economic development and environmental protection. Development continues, but not at the expense of the environment.

A green offset is action taken outside a development site that near to it that reduces pollution or environmental impacts. The developers either take the action themselves or pay for others to do it on their behalf.

A green offset scheme ensures that there is a net environmental improvement as a result of development. Any additional environmental impact that is generated by a development is offset by action taken off-site that reduces a greater amount of environmental impact, so the net effect of development is positive.

**Offset actions for water pollution might include:**

- revegetating and stabilising river banks
- building better road surfacing and drainage to reduce the flow of sediments and nutrients into waterways
- improving stormwater systems at market gardens or on farms
- improving on-site sewage management
- installing pollution control equipment at other off-site sources.

**Offsets for air pollution might include:**

- installing vapour recovery units at petrol stations
- converting transport fleets to run on cleaner fuels
- assisting small businesses to optimise plant operations or install cleaner technology to reduce emissions
- replacing old wood heaters with cleaner forms of heating
- helping disadvantaged groups to fix smoky vehicles
- establishing practical car pooling systems
- expanding public transport availability.

**Offsets actions for native vegetation clearing might include:**

- fencing off an area of bushland to exclude sheep for most of the year
- encouraging bushland to regenerate by controlling weeds
- planting or regenerating locally indigenous trees, shrubs and grasses to link up isolated patches of bush
- planting trees on previously cleared land
- entering into a conservation agreement, property agreement or covenant to protect vegetation
- including areas of vegetation in the conservation reserve system.

**Green offsets can correct some previous damage**

In the past, many activities operated with less strict controls than apply today. By allowing new developers to counterbalance their environmental impact by working off-site, we also create the opportunity to reduce some existing impacts.

**Offset examples**  
The new waste water plant in Auckland's Waikato region. The plant has taken in response to large increases in domestic wastewater from economic growth between 2000 and 2010. Several thousand offsets have been successfully implemented.

In New York City, new wastewater treatment plants that "treat" every additional kilogram of phosphorus they discharge by a reduction of 5 kilograms of phosphorus loading from other sources.

For more information:  
<http://www.greenuk.co.uk/greenoffsets/photography.html>

← **Heading**

← **Intro paragraph**

← **Main text**

← **Sidebar**

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# Talking headings



navigation and information



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The screenshot shows a news website layout with several sections: 'Abbott 'won't be distracted' by renewed leadership speculation', 'Cricket World Cup 2015', 'Islamic State militants' destruction of ancient artefacts', 'Ten people sick after eating poisonous mushrooms', and 'Couple pleads guilty to death of elderly relative housed in shipping container'. There is also a 'FEATURES' section with 'Wall Foundation' and 'Clark and Dave: The Perils of High Office'. A 'JUST IN' section lists several breaking news items. At the bottom, there is an 'ABC NEWS 24' logo and a 'Watch Now' button.



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- Introduction
- ~~Section 1~~
- ~~Section 2~~
- ~~Section 3~~
- Conclusion



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**Writing for Business: The Basics 1**

**Foundation Principles 3**

*Like everything of consequence, good writing rests on a number of principles.*

  Clarify your purpose 4

  Take a reader-centered approach 5

  State your key message clearly 6

  Keep the message short and simple 7


  Confirm your delivery strategy 8

**Scope Your Project 13**

*Before you begin writing, always "scope" the project. Scoping means determining the breadth of your subject and deciding how deeply you will cover it. A good job of scoping will save you and your audience unnecessary time and work.*

  Broad versus limited scope 14

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On the web, readers don't read, they scan.




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## Headings – other thoughts

- no more than two lines long
- at least one sub-heading per page
- use search terms



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Heading 1  
  heading 2  
    heading 2  
      heading 3  
      heading 3  
      heading 3  
        heading 4  
      heading 2  
Heading 1  
Heading 1  
Heading 1

No more than 7 items in a heading group

Not deeper than 4 levels of headings



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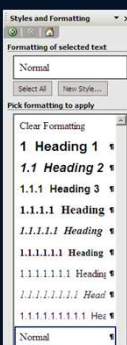
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Usually, don't number headings use good layout instead

- But, numbers are good
- to show sequence
  - for later reference



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Use talking headings to provide both information and navigation



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Establishing indoor air standards will protect public health

Indoor air pollution can be more damaging than outdoor pollution

Indoor air is polluted by common materials

Health impacts can be severe

Good ventilation can help.



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Talking headings for your document



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All this work every time?



effort

significance



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