

DESIGN TECHNICAL BROCHURES



A training course to learn how to synthesize et popularize technical information

You wish to write technical brochures. In order to do this, you must sum up a complex work in a few pages and make it understandable by a non-specialist audience. In addition, you should avoid oversimplifying.

During this training course, you will work on your own technical brochure and you will discover solutions adapted to your context.

Objectives

- Specify your key message
- Make a good first impression
- Streamline your style
- Make your results understandable
- Make yours the rules of popularization

Training duration

2 days

Number of participants

Up to 6

Audience

Any person who may write technical brochures

Educational resources

Theoretical and methodological background, practice on material brought by participants, group exchanges, exercises

Evaluation procedures

Questionnaire at the beginning and at the end of training (self-evaluation)

Prerequisites

None

Program

Specify your key message

- Define your communication objectives
- Select the corresponding information
- Work on your pitch

Make a good first impression

- Create an attractive title
- Choose striking drawings and pictures

Streamline your style

- Simplify and shorten your sentences
- Get rid of waffle and jargon
- Give rythm to the content and diversify your expressions

Make your results understandable

- Acquire simple presentation rules
- Simplify your charts
- Reduce information to the necessary minimum

Make yours the rules of popularization

- Put your work in its context
- Use concrete examples
- Use data that speaks for itself