



Technical/Commercial Authorship Diploma Course (EDL2D)

**An ESTON Training Distance Learning Course
(with full tutorial support)**

This diploma course covers the entire syllabus for:

- **Part 1 – Technical/Commercial Writing & Communicating**
- **Part 2 – Technical/Commercial Authorship**

Visit our website at: <http://www.estontrg.com>



Technical/Commercial Authorship Diploma Course

Contents

About this Course.....	3
Aims	
Syllabus	
EDL2D Course Content.....	3
List of study notes and exercises	
Qualifications	
ESTON Training Diploma	
Distance Learning.....	9
Training without classrooms	
Freedom to learn	
ESTON Training tutors	
Personal attention	
Help and advice	
Suitability.....	10
Personal qualities	
Basic English	
Background and experience	
Technical/Commercial Authors at Work.....	11
Technical/commercial requirements	
Authorship requirements	
Information management	
Safety and legislation	
Job satisfaction	
Employment.....	12
Prospects	
Obtaining work	
Eligibility	
Funding your Course.....	13
Professional association	
Enrolment.....	14
Ten good reasons for choosing an ESTON Training course	
Seal of approval	
Students' comments	
Contact Details.....	16

Technical/Commercial Authorship Diploma Course

About this Course

The ESTON Training Technical/Commercial Authorship Diploma training course comprises fourteen [Training Packs](#) that build into the most comprehensive study programme of its kind available. Subjects covered include skills such as report writing, copy writing, and writing descriptions, safety procedures and drills, which are of considerable practical value to all in industry and commerce.

Aims

This course will train you for a rewarding career in technical or commercial publications. It also prepares you to obtain an ESTON Training Diploma, which is recognised as a benchmark qualification within the technical/commercial publications industry in the United Kingdom and throughout the English-speaking world. The course is primarily designed:

- as a conversion course for engineers and subject specialists
- as a career-development course for trainee writers and authors
- to provide a recognised qualification for experienced, but untrained authors.

Syllabus

The ESTON Training EDL2D syllabus (which was originally prepared in collaboration with the City & Guilds Institute) is designed as a comprehensive vocational training programme, based on an author's actual work. The relevant information is presented in a number of [Study Notes](#), which describe both the theoretical and practical aspects of technical and commercial writing, and progress is assessed via stimulating and effective self-assessed and tutor-assessed [Exercises](#) and [Syllabus Tests](#). Appropriate to clear technical and commercial principles and each student's background and experience, the EDL2D distance learning course provides training that is both practical and realistic. The course is updated regularly by technical and commercial publications specialists to reflect advances in technology and new methodologies.

EDL2D Course Content

EDL2D, which is an NVQ Level 4 (equivalent) course, also guides students through the ISTC's syllabus and fully prepares them for working effectively as technical or commercial authors within the publications industry, as well as training successful candidates for a future management role.

This highly-recommended, distance learning training course fully prepares you for a successful career as a Technical or Commercial Author. The course covers more than [a hundred different subjects](#) related to technical and commercial authorship, including: information gathering, writing descriptions, procedural writing, validating, summarising, editing, proof-reading, preparing synopses, project management, costing, planning, quality assurance, standards and specifications, etc. The Part 1 – Technical/Commercial Writing & Communicating and Part 2 – Technical/Commercial

Authorship syllabuses are both fully covered and comprehensive tutorial support is provided throughout by experienced and professional tutors.

As soon as we receive your Enrolment Form and payment, we will send you the training material in a bespoke [USB flash drive](#), so that you can start training for a new career immediately. Each of the fourteen separate training packs on the USB drive contains study notes for you to read and exercises for you to complete. You will receive over [1,000 pages](#) of study notes on more than a hundred subjects, which together form a permanent and easy-to-store [reference manual](#) for you to use during the course and after you have qualified.

There are approximately [40 exercises](#) for you to complete and you can choose between two options for many of the exercises, depending upon whether you wish to specialise in technical or commercial authorship. Your tutor reviews your submissions (completed exercises) and returns a [Tutorial Response](#) for each, with detailed advice and/or a [Specimen Answer](#). You can take as much time as you need to complete the course; although, we do apply a 24-month time limit on the tutorial support for contractual reasons. However, in exceptional circumstances, you can apply for an extension to this period.

The study notes, exercises and other related documents are provided in [Training Packs](#). The contents of the fourteen training packs are listed below:

List of Study Notes and Exercises

Training Pack Number		Study Notes	Exercises
No.	Title		File Reference
Training Pack 1			
1.	Why Communication Training?		C - Introduction
2.	Attributes of the Author		C1
3.	INTECOM – The International Council for Technical Communication		A4
4.	Note Taking and Note Making		D2
5.	Writing Reports		D6
1.	First Writing Exercise		AE1
2.	Photography		DE1
3.	Cleaning External Surfaces of Buildings		DE2
4.	SeatOp Electronic Garage Doors		DE4T
5.	Managing Director's Report		DE14
Training Pack 2			
6.	The Basic Use of English		D1
7.	Objective and Analytical Thinking		E1
8.	Assimilation of Facts		C2
9.	Summarising		D3

Training Pack Number		Study Notes	Exercises
No.	Title		File Reference
10.	Researching Information		E2
11.	Using Libraries		E3
12.	Relevance and Irrelevance		D12
13.	Checking Drafts and Editing		D9
14.	Correcting Scripts		D4
15.	Correspondence		D7
6.	Why Extend or Move?		DE12
7.	Taken for Granted, The Bicycle		EE6
8.	Sparking Plugs		DE23T
9.	Cleaning Up the Mediterranean		DE5
10.	Formal Documents		DE24
11.	Correcting a Draft for the Typist		DE7
12.	Supersymph Music Centre		DE8
Training Pack 3			
16.	Responsibilities of the Technical Communicator		A6
17.	Understanding the User		C3
18.	Appreciation of English		D13
19.	Technical English		D14
20.	Simplifying the English Language		D16
21.	Introduction to Technical Manuals		H1
22.	Technical Translations		C4
23.	Presentation of Typescript Matter		G1
24.	Writing Descriptions		H3
25.	Printing Methods		J6
26.	Multi-lingual Documents		G2
13.	English as a Foreign Language		DE40
14.	Automatic Dictating Machine		DE34T
15.	Describe a Steam Iron		DE32
16.	Syllabus Test 1		BE1
Training Pack 4			
27.	The Technical Publications Department		K2
28.	Technical Publications and Contract Agencies		K5
29.	Technical Author Job Specifications		A3
30.	The Technical Author and the Company		A5
31.	Using Engineering Drawings		F15

Training Pack Number		Study Notes	Exercises
No.	Title		File Reference
32.	Managing Electronic Data		Man ED
33.	House Style		H23
17.	What Makes a Good Technical Author?		AE5T
18.	Technical Publications Manager's Plan		KE2
Training Pack 5			
34.	BS4884 (BSI BS EN 82079-1) – Specification for Technical Manuals		H17
35.	Preparing Synopses		K3
36.	Introduction to Illustrating		F1
37.	General Illustrations		F2
38.	Use of Engineering Drawings as Illustrations		F10
39.	Meetings – Making them Effective		C5
40.	The Glossary of Terms		H24
41.	Preparing Camera-ready Copy		G6
42.	Vetting and Validation of Documents		D10
43.	Paper		J5
44.	Binding Methods		J8
19.	User Manual Synopsis		KE3
20.	Andy's Meeting		CE14T
21.	Syllabus Test 2		BE16
Training Pack 6			
45.	Maintenance Instructions		H7
46.	Inspection and Quality Assurance Instructions		H6
47.	Technical Illustrations		F4
48.	Manual Structure and Preliminary Pages		H2
49.	Typical Project Brief		H14
22a.	Hydrates in Natural Gas, or...		FE1T/1
22b.	Direct Mail Advert		FE1T/2
23a.	Centrifugal Speed Switch, or...		BE5/1
23b.	Diabetes Leaflet		BE5/2
Training Pack 7			
50.	A History – from Typewriting to Desktop Publishing		J2
51.	Microsoft Word – Some Advanced Features		Word SAF
52.	Microsoft Word – Keyboard Shortcuts		Word KS
53.	Office Copiers		J4
54.	Writing Technical Documents		D8

Training Pack Number		Study Notes	Exercises
No.	Title		File Reference
55.	Illustrating – Annotations		F3
56.	Graphic Design		F13
24.	Jackinson Autofeed		DE35T
25.	Syllabus Test 3		BE3
Training Pack 8			
57.	Service Leaflets		H10
58.	Writing Overhaul and Workshop Instructions		H8
59.	Symbols for Schematic Presentation		F6
60.	Revisions		H20
26a.	Electronic Differential Pressure Transmitter, or...		HE2T/1
26b.	Batteries and Battery Chargers		HE2T/2
27a.	Revision to Auxiliary Power Unit (APU) Manual, or...		HE5/1
27b.	Creating an Instruction Manual		HE5/2
Training Pack 9			
61.	Telecommunications in the Office		C7
62.	Indexing		G4
63.	Talks and Presentations		C8
64.	Managing a Writing Project		K1
65.	Computers in the Office		C9
66.	A Guide to the Internet		C6
67.	Computer Aided Draughting (CAD)		F12
28.	“You’re on the Air”		CE8T
29.	Syllabus Test 4		BE15
Training Pack 10			
68.	Working with Publication Specifications		H13
69.	Specification for Power Station Instruction Manuals – TP30		H19
70.	Descriptions for Overhaul Manuals		H4
71.	Operating Instructions		H9
30.	Specification for the Supersymph S4		DE39T
31a.	“For use as a Dry Steam Generator”, or...		HE4/1
31b.	How to Create a Table		HE4/2
Training Pack 11			
72.	Line Drawings		F7
73.	Procurement and Evaluation of Suppliers’ Manuals		K6
74.	Introduction to Sales Literature		L1

Training Pack Number		Study Notes	Exercises
No.	Title		File Reference
75.	Writing Copy for Sales Literature		L2
76.	Commercial Quotations		L3
77.	Microfilm		J9
78.	Preparing Copy for Microfilm		F11
79.	Checking Final Proofs		G5
80.	Posting Documents Overseas – General Advice		E5
81.	Posting Documents Overseas – Customs Declarations		E4
32.	Operating Instructions for Domestic Equipment		HE29T
33.	Sales Leaflet		HE37
34.	Technical Documentation – A Future by Design		GE2
Training Pack 12			
82.	A History – Computer Aided Publishing		J7
35.	Taking Stock		AE7
36.	Syllabus Test 5		BE18T
37a.	Electric Saw Leaflet, or...		BE19/1
37b.	Website Index Page		BE19/2
Training Pack 13			
83.	Documentation as a Product Support Tool		K4
84.	Specification ATA iSpec 2200, formerly ATA 100		H18
85.	Trouble-shooting		H5
88.	Safety Instructions		H11
87.	Improving Work Practices		H16
38a.	JSL Service Trolley, or...		HE27T/1
38b.	Editing Checklist		HE27T/2
39a.	Wedge Gate Valve, or...		HE26/1
39b.	Bogie-mounted Equipment		HE26/2
Training Pack 14			
88.	History of Military Publications		H15
89.	Electrical Diagrams		F16
90.	Documentation for Electronic Equipment		H22
91.	Illustrated Parts Catalogues		H12
92.	British Standards		A7
93.	Technical Publications Department Forms		C10
40.	Syllabus Test 6		BE6
■	EDL2D - Course Completion		BE13-2

Qualifications

The ESTON Training Technical/Commercial Authorship Diploma course prepares you for a nationally and internationally recognised qualification.

ESTON Training Diploma

If you complete the Technical/Commercial Authorship training course you will receive an [ESTON Training Diploma](#), provided that your course work merits it. For example, if you enrol on our EDL2D course, your personal tutor will progressively assess your responses to the course exercises and syllabus tests. And, your final grade will be calculated as the average of the grades you received during the training course. If you achieve an overall grade of 60% or more, you will be awarded an ESTON Training Diploma. If you achieve a grade of 80% or more, you will receive an ESTON Training Diploma, with Distinction.

The diploma that you will receive if you achieve a grade of 60% or more is similar to the following diploma:



An example ESTON Training Diploma

Distance Learning

This Technical/Commercial Authorship Diploma training course is a [distance learning](#) training package. But what exactly is distance learning and what are the benefits of this practical training method?

Training without classrooms

Distance learning is **the** training method for the 21st century. Training on a major subject usually calls for lengthy, and often inconvenient, periods of work release. Courses are expensive and accommodation costs are high. This means that traditional classroom courses tend to be too short to cover the subjects thoroughly. Also, the backlog that greets your return to work often means that you don't get the chance to introduce new ideas while they are still fresh in your mind. Many intended innovations or new methodologies never see the light of day.

Freedom to learn

Distance learning overcomes all of these barriers. It is now one of the foremost teaching techniques used by individuals, companies and colleges alike. Participants do not need to be released from work, the training is cheaper than classroom fees, and there are no additional accommodation costs. The course contains all the training material required and gives you the freedom to learn at your own pace. You can implement new ideas as the course progresses. Instead of being one in a class of many, the only participants in distance learning are you and your personal tutor.

ESTON Training tutors

The best way to judge your performance and identify weaknesses is to have your work assessed regularly and critically against objectives and acknowledged standards by expert and experienced, time-served tutors.

Personal attention

ESTON Training's tutors are practised and professional writers, with extensive publications management experience. Although you will be allocated your own tutor, he or she may well call in another opinion where a particular skill is required.

Thoroughness of the personal tutorial is recognised by individuals and companies alike as a unique feature of ESTON Training courses.

Help and advice

Although your exercises are designed for submission and return by e-mail, you are always welcome to telephone your tutor for additional help and advice, or if you need a particular point clarified.

Suitability

If you are seriously thinking about enrolling on a Technical/Commercial Authorship training course, it is natural to question whether you have the right qualities and experience to make a success of it. The following notes may help you.



Personal qualities

As a technical/commercial author, you will work with other people at all levels to acquire source information; therefore, you must be a good communicator. To be effective and efficient while identifying and acquiring the information your readership needs, you must also be inquisitive, persistent and self-assured.

Basic English

You need to be able to write sound, grammatically correct English. If you have had little or no writing experience since your school days, you can expect to be a bit rusty. Provided that you remember the basics, this course will provide the required polish. However, should it be required, ESTON Training also provides an excellent Business English training course titled “[English at Work](#)” (ESTON Ref: [EDL6](#)) for those students who need to re-acquire the basics.

Background and experience

Good technical and commercial authors come from all walks of life, with wide-ranging technical and commercial skills and experience. The main capabilities required are the desire to succeed and the willingness to put in the effort necessary to learn the skills needed by a successful technical or commercial author.

Technical/Commercial Authors at Work

In any commercial organisation or engineering/manufacturing company, a technical/commercial author’s core work breaks down neatly into two distinct elements: knowledge of the technical or commercial subject and the writing.

Technical/commercial requirements

You must establish the customers’ technical or commercial requirements, abilities and levels of understanding. You also research information by study, discussion, and correspondence (e-mail or traditional post). You then must verify the information’s accuracy and suitability for your readership.

Authorship requirements

As an author, you may be expected to establish contractual commitments, prepare synopses, and estimate project times and costs. You may also need to determine a programme of cost and production control, design and plan the publication, instruct illustrators, graphic designers and printers, and write the information so that the reader can understand it and assimilate it easily.

Information management

Despite the name “[Author](#)”, the writing element comprises only one facet of the work. As in most jobs, the bulk of your time is spent managing information, researching, discussing, liaising with other staff and using your judgement to plan and make decisions relevant to the production of the subject document.

Although you may at times prepare sales brochures, leaflets and specifications, you are more often engaged in producing the technical or commercial publications on which customers rely for safe operating and installation practices, diagnostics, health and safety procedures, system descriptions and maintenance and repair information.

Safety and legislation

The growing concern for safety and the environment has led to the requirement for safety information featuring more prominently. This places the prime responsibility for safety on the originators, and further dependence on the technical or commercial author's specialised skills.

Job satisfaction

There can be few jobs more satisfying for a second career than that of a technical or commercial author. As the work relates mainly to the description of new systems and products, technical and commercial authors are constantly confronted with new ideas, methods, situations and innovations.

Each job is a challenge that draws on your past experience, together with the specialist writing skills learnt during training. You delve into every facet and function of a system or product. Gathering and presenting information is a matter for your constant judgement and decision making.

There is a considerable sense of achievement in starting with a clean slate and ending with a completed and approved operating manual or sales brochure.

Employment

Many technical and commercial authors are employed by companies, whose systems and products range from descriptions of insurance policies and domestic equipment to medicines, aircraft and computer systems. Technical and commercial authors are also employed by major user organisations such as the Ministry of Defence, industrial corporations and the major industries (such as oil, chemical, water, power, etc.).

It is also common for employers to turn to a specialist publications company, to provide them with staff. Many publications companies employ permanent, full-time technical and commercial authors; others use more highly-paid contractors for the duration of a particular publications project.

Prospects

Unlike many other applications of skill and expertise, technical and commercial authorship is a constantly-expanding field with a continuing need for trained authors in a wide range of disciplines. Even during times of recession, there is a demand for good technical and commercial authors. Each project you work on is usually new to you, so you draw primarily on your basic knowledge and experience. Your know-how allows you to seek openings in a variety of organisations with unfamiliar products.

The insidious “[too old at 50](#)” mantra does not apply to authors. Publications contract companies see competence, not age, as the only yardstick with which to measure the worth of a technical or commercial author.

Obtaining work

ESTON Training provides advice for students seeking employment. This includes our publication “[Land that Job \(PI B8\)](#)” which helps you to develop an effective application letter and Curriculum Vitae (CV). And, you don’t have to complete the course before you can start looking for work.

There continues to be a shortage of trained authors in the United Kingdom, Europe and throughout the English-speaking world where authors are employed. Type “technical author jobs” or “commercial author jobs” into an Internet search engine (such as Google) and see for yourself how many results you will obtain.

Eligibility

Although some employers ask for qualifications, such as an NVQ or a degree, most are more interested in your work experience, how it relates to their equipment or product and whether or not you have received any formal training in technical and commercial authorship and publications techniques. Experience gained in the operation and support of a variety of systems or products is also particularly valued.

Funding your Course

You can pay for the course yourself, or funding may also be available. If you intend to pay for the EDL2D training course yourself, ESTON Training offers an interest-free payment plan, which comprises a down-payment of £350 followed by nine monthly instalments of £100, thereby reducing your monthly outgoings during the training period. This means that you could very well be earning a good salary as an author, before you have finished paying for your training course.

Assisted funding policies are variable, changing from region to region and from time to time. However, you may be eligible for sponsorship so it is worth enquiring at your local Jobcentre Plus. Also, your local Chamber of Commerce may know of sponsorships. We are pleased to explain our training schemes to sponsors, if they want to discuss your application for funding.

- **Company Authors.** Often employers see training as a valuable initiative that benefits the company. It is worth approaching your employer to ask whether they will pay part or all of the cost of your course. They may even allow you a few hours off each week during which to study.
- **Armed Services.** There are training entitlements to help with funding courses. Your Education Officer will be able to give you advice and make the necessary arrangements on your behalf, if you are eligible for a contribution towards the cost of your training/resettlement course.

Professional Association

As a student with ESTON Training, you qualify for student membership of the [Institute of Scientific and Technical Communicators \(ISTC\)](#) at a reduced fee for the first year. This professional association aims to establish and maintain professional codes of practice for people engaged in all branches of scientific, commercial and

technical communication, and provides a forum for the exchange of views and information. It aims to further members' expectations and interests.

Enrolment

You can enrol whenever you want to; there is no fixed start time. Just complete an [Enrolment Form](#) (supplied on request) and return it to us with your payment, or your company's Purchase Order number. Alternatively, you can enrol on line at the ESTON Training website. For further information, visit: www.estontrg.com

Ten good reasons for choosing an ESTON Training course

1. ESTON Training is one of the UK's leading Technical, Commercial and Software Authorship training providers.
2. ESTON has been successfully training technical, commercial and software authors since the training company was established in 1982 (in Derby).
3. We are uniquely placed to know exactly what companies look for in authors.
4. We are innovators (our award-winning Software Authorship course was the first on the market) and we are constantly improving and updating our courses.
5. We use experienced, professional technical and commercial publications staff who specialise in a wide variety of subjects and technical disciplines.
6. We gear our training to the market's requirements, and we update our courses regularly to reflect developments in technology, legislation and any syllabus changes.
7. ESTON Training's students are entitled to membership of the ISTC at a reduced fee, giving students access to the benefits of this professional association.
8. You don't have to finish the course within a set time; you really can set your own pace (within the two-year tutorial support time limit).
9. Our courses are purchased by individuals and companies, world-wide.
10. Since 1982, thousands of students have benefited from our technical and commercial authorship courses; many are now in senior positions within the profession. This wealth of practical experience is reflected at every stage of the EDL2D training course and should be borne in mind when comparing this vocational course with any other distance learning training courses available.

Seal of approval

Since 1982, many companies, world-wide, have chosen ESTON Training's courses, identifying them as the most cost-effective, comprehensive training courses of their kind available. The companies who have purchased our courses include (but, are not limited to) those in the following list:

Abbey National ■ Asquith Machine Tools ■
 BBC Radio ■ BMW ■ Rolls-Royce Aero
 Engines ■ British Aerospace ■ British Airways
 ■ British Telecom ■ CompAir Broomwade ■
 DHL Systems ■ Davy Morris ■ Docklands Light
 Railway ■ Dresser Rand ■ Earth Observation
 Sciences ■ Ericsson Telecom AB, Sweden ■
 European Gas Turbines ■ Flight Refuelling ■
 Fokker Aircraft BV, Holland ■ ALSTOM
 Transport ■ GEC Avionics ■ GKN Defence ■
 GPT ■ Leyland Bus ■ LogTek, South Africa ■
 London Underground Ltd ■ Lucas Aerospace ■
 Marconi Radar ■ Marconi Command and
 Control ■ Martin-Baker Aircraft Company ■



Mass Transit Railways, Hong Kong ■ Mercury Communications ■ UK Ministry of
 Defence ■ Motorola ■ NEI International Combustion ■ National Power ■ NatWest
 Bank ■ Nuclear Electric ■ OKI Europe ■ Ohmeda ■ Pafec ■ Perkins Engines ■
 Perkin-Elmer ■ Pilatus, Switzerland ■ Rank Xerox ■ Research Machines ■ Rolls
 Royce & Associates ■ Royal Australian Air Force ■ Ruston Diesels ■ Qantas ■
 Sankey Vending ■ Sealmaster ■ Standard Telephones and Cables ■ Systems
 Reliability ■ SME Aviation (Malaysia) ■ Trioxide ■ Transmitton ■ Vickers
 Shipbuilding Limited ■ Amazon ■ HM Services ■ Perkins Diesels ■ Ericsson ■
 Marshall Aerospace ■ Denel Aviation ■ Elekta ■ SR Technics (Switzerland)

Students' comments

Finally, don't just take our word for how good our courses are; here are some of our students' comments:

"Excellent value for money." Student J. W., (T54IP)

"There has been a logical progression through different aspects and I feel that the course has been invaluable and will always remain a source of reference for me."

Student B. C. G., (T736P)

"I thought they [the course exercises] were well designed, and each one was mentally stimulating." Student D. T., (T620P)

"Fast, efficient [administration] and generally of a high standard. Tutorial attention, invaluable." Student M. A., (T1033)

"Excellent throughout; the ESTON tutors were always friendly and helpful. All of my course work was conscientiously evaluated and pertinent advice was always offered on how to improve." Student M. W., (E1462)

All of our students are invited to comment about the courses they have completed; this is just a small but genuinely representative sample.

Contact Details

Stan McKerron
(Head Tutor)

ESTON Training
48 Talbot Way,
Stapeley,
NANTWICH,
CW5 7RQ,
United Kingdom.

☎ (01270) 624 622

e-mail Stan McKerron at:

sjmck@estontrg.com



© Copyright 2014,
ESTON Training

Wilma Cowie
(Courses Co-ordinator)

ESTON Training
48 Talbot Way,
Stapeley,
NANTWICH,
CW5 7RQ,
United Kingdom.

☎ (01270) 624 622

e-mail Wilma Cowie at:

wmcowie@estontrg.com