

To: Teena A. M. Carnegie, PhD

From: Andrea Tobar, Technical Communication Student

Date: November 25, 2016

Re: **Comprehensive Edit of the Light Installation Instruction Documents for Julius Studio and LS Photo Studio Products**

Analysis

The purpose of these documents is to provide instructions and enable a reader to assemble a portable table top photography kit by LS Photography, including a photo studio tent, light stand, and tripod, as well as a portable light by Julius Studio. As a result of the use of these documents, the reader should possess fully self-assembled photography and lighting equipment that they have ordered through these specific companies, as well as the knowledge of how to change the lightbulbs.

The audience that will be reading and using these documents will consist of professional and novice individuals who have been sent the applicable products from these companies and have had these products shipped to them unassembled. The reader's attitude toward the instruction documents will be of determination and focus, and possibly excitement or boredom, depending on if they have never done these types of assemblies or many times in the past. The instructions will be read indoors, in either a professional, public, or home setting. They must be read in good lighting, while doing the task, and either alone or with assistance. While one document will be read straight through, the other document will not be, however. The Julius Studio instructions will only initially have the first three steps completed; the remaining steps will explain how to change out the lightbulb in the future. The LS Photography instructions will be read through if the reader is looking to set up the whole table top photography kit, which is likely. These sets of instructions could not be located online, and the instruction documents will be used as paper copies.

As a result of reading these documents, readers will know how to assemble specific products from these two companies, and have a better understanding about products related or similar to these and how they function. There is a good chance that readers already have an idea or similar experience to how products like these function or are assembled, although after these assemblies they will have even more experience under their belt. Memorization of these documents is not required, although may be easily achieved, and using these documents as a future reference is plausible. After the documents have been read and the products have been assembled, the users should file away these copies.

Evaluation

In terms of the content, the information is not complete for these instruction sets. The LS Photography instructions do not have all the necessary photos in the beginning, and unnecessary photos toward the end. Some of the steps are too vague, most likely to be able to encompass any model number or type that the customer may have ordered. The information is nearly complete for the Julius Studio instructions, although there will be some vague steps to adjust on this document as well.

Regarding the appropriateness of the content, there are a few inappropriate sections that can be deleted for both sets of instructions, due to redundancy or insignificance. As far as the order of information goes for both sets, it is decently organized with only a couple of statements out of order and disrupting the flow, such as cautionary statements. The order will flow more smoothly reworking these statements.

Considering the design of the documents, the arrangement is done decently, according to type and use. In the LS Photography set, the steps for one product continuing on for setting up another product makes sense due to these instructions preparing the user for an entire portable light photo studio scenario. For both sets, there are no paragraphs or tables, although the lists are used and placed nicely. The headings are well placed, proper indent and line spacing use, proper ragged-right margin use, and white space is used well. There are no links anywhere, although there should be to help guide the reader to more photos if they may need them, or to order more items if desired.

As for the style of these documents, the writer's tone stayed consistent, and the voice remained active for the most part. The choice of language and words were inadequate, especially choices for verbs, nouns, and conjunctions. The sentence structure was awful and confusing, and was not appropriate for any audience. The writing in general was bordering nonsensical. This was written by someone who does not have a good grasp on the English language, or may have been poorly translated from another language over to English without any quality control afterwards, and must be entirely restructured. The present and past tense are incorrect often times as well. The writing in these terms could be enough to completely change the meaning of the instruction sets, and can mislead and confuse the reader.

In terms of the illustrations and visuals, some of the photos in the LS Photography instructions that were used were not needed, and only some of the photos are suitable for the content being displayed, although better photos are a must. The photos were placed somewhat appropriately, with a few placement errors. The photos did not print out well in black and white, and should be photographed in such a way that would look good for users that do not have color printers and need to have printed instructions, especially for readers with visual impairments.

Editing Objectives

Due to very poorly written instructions, I will be reviewing every aspect of both of the instructions, beginning with the LS Photography instructions for the first section of these objectives. I would like to start by addressing the issues of the information not being complete in terms of the photos and how they match up with the text. They give a description of the items included in the package, and then show photos consisting of only half the items listed, which could cause confusion and miscomprehension. I propose to work with the writer about adding additional photos to include all items listed as included.

Further, I have done research on many other photo studio tents like the one in these instructions, compared it to the photo tent on the LS Photography website, found that they are exactly alike, and the content in some parts of the instructions is off. I will be fixing that content. Also, there are no instructions for setting up the tripod. This missing information creates confusion at the end of the document, and I propose to consult with the writer about which model of tripod is included and what instructions should be added.

A few more issues causing poor style deal with photo size and a photo that is taken over a white background that causes the photo to look washed out in the document. I will be adjusting the sizes for consistency between them, reordering a couple pictures, searching online for more accurate photos from this company, and proposing to consult with the writer to fix the issue with the washed out photo.

The other issue with the photos would be the four differing models shown of two of the products: the light stand and the camera stand/tripod. It does not do the user any good to see photos of other models of these two products that they did not order. It needs to parallel with the rest of the items, and have pictures of just the models of the products ordered. I propose to consult with the writer about making the photos on the instructions specific to what exactly the user ordered, and finding out which photos are correct for these instructions.

I understand that these instructions (including the Julius Studio instructions) may have been written to be broad, and work with a number of customers who ordered any model of a specific product. This does not make for good instructions. Even the differing models shown of one product look very different, in size and in the amount of parts.

Next, there is an issue with an item on the included list. This list mentions a camera stand, and nowhere in the rest of the instructions does it mention a camera stand. It mentions a tripod in the final step, but does not mention a tripod in the included list. This misused content can cause great confusion for the reader. I propose to decide with the writer whether to address this item as a tripod or a camera stand for consistency and clarity. For now, I will address the item as a tripod, since that word appears more times than camera stand.

Further, I will start by eliminating the inappropriate wording that either creates confusion, is redundant, or is unnecessary for overall comprehension of the documents. I will be separating out a single step that has two or three actions, to keep in mind organization, readability, and operating within limits of short-term memory. Additionally, I will be changing a cautionary statement to a warning statement, since personal injury is possible, to help with the overall disorganization issues.

Considering the design, I will need to polish the list, and make sure there is a quantity for each product, to fix user expectations. Links will be inserted where it mentions to see more product on the website, for aiding an overall friendlier design that can offer more information and photos for the user.

While taking into consideration that comprehensive editing precedes editing for grammar, punctuation, and mechanics for maximum efficiency, some steps are so poorly written that they are incomprehensible and nonsensical, and I will need to rewrite them to understand each step more clearly to be able to see the entire document as a big picture. Also, some of the verbiage in these instructions are weak or vague, such as “set” or “paste”, and I will be rephrasing with stronger verbs to fix the overall style.

Switching gears to address the objectives for the Julius Studio instructions, there will be fewer than the amount in the previous document. While this document information is mostly complete, I will need to separate some steps that have multiple actions, again for readability, style, and limits of short-term memory.

As for appropriateness, only a few lines are inappropriate. The included items section has a redundancy that disrupts the flow, and the safety recommendation is meaningless and misleads the user, and will be deleted.

While the design and style are produced well for the most part, there is an issue with photo size and photo quality. As mentioned in the evaluation, the photo quality is poor in regards to being printed in black and white. I propose to consult with the writer for better photo quality, especially for helping readers with visual impairments. I will resize images to create consistency and flow within the document.

Finally, there is the same issue of incomprehensible and nonsensical wording for some of the steps. I will be rewriting them to prevent disruption from being able to see the document as a whole.

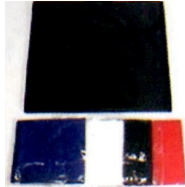


Installation Instructions

By: Andrea Tobar
COMPREHENSIVE Final Edit

LightingSaving
www.LS-PhotoStudio.com

1. Open your package and check that the items are all included in the package.



- * 1x High quality photo studio tent
- * 4x Non-reflective background (red/black/blue/white)
- * 1 High quality output light stand
- * 1 Tripod

Components may vary based on your purchase order number

2. Unfold the two covers upward with the single panel on the left and the double panel on the right.

3. Turn the black cover facing toward you.



4. Unfold the right cover upward to stick along the velcro edge of the left cover, pressing the velcro edge with your fingers to firm the tent.



5. Attach the background of your desired color along the inside velcro edge.



6. Unfold the legs of the light stand and adjust to the desired height.



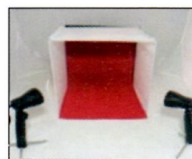
(More photos of our light stands at www.LS-Photostudio.com)

WARNING: Do not touch the lighting head because it can get very hot.

WARNING: Do not use over one hour.



(More photos of our tripods at www.LS-Photostudio.com)



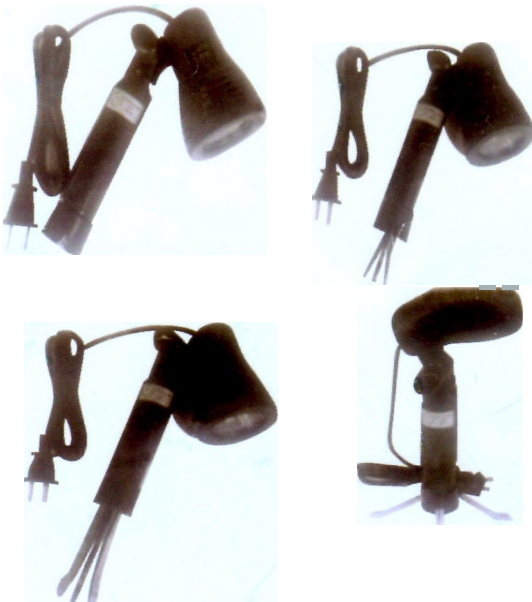
Julius Studio Portable Light Installation

(L02, L022)

1. Open your package and check that the item is included in the package.

* 1 x Portable photography light with lightbulb

2. Pull the three tripod legs toward the floor.



3. Adjust each tripod leg to the desired position.

How to change the lightbulb

1. Unplug the device before you change the lightbulb and wait until it is cool to avoid injury.



2. Unscrew the cover from the front of the light.



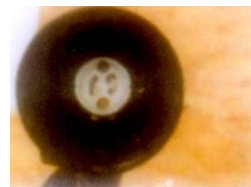
3. Take off the cover.



4. Take out the lightbulb by unscrewing it counterclockwise carefully.



5. Place the new lightbulb in the socket, and turn the lightbulb clockwise until firm.



6. Replace the cover to the front of the light.