English 3378.201: Document Design/Desktop Publishing
Spring 2012, CCH 209
2:00-3:15 TR

Dr. Catherine Quick
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FC 266, 361-825-3025
Office hours for Spring 2012: T 3:30-5:00, W 10:00-12:00, Th 3:30-5:00

Course Description
From the University catalog: “Focuses on the integration of text and visual rhetoric, such as graphics, for all kinds of professional publications including technical documents, newspapers, public relations pieces, and advertisements.”

Student Learning Outcomes
Upon completion of courses within the technical writing/journalism minors, a student will:
- explain a viable solution to a need or problem in a department, the larger university, or the community.
- create a document that reflects an effective interweaving of purpose and audience.

Upon completion of English 3378, a student will also:
- apply basic graphic, layout, and typography techniques to enhance the readability and visual appeal of documents.
- understand the role of visual rhetoric in creating and using documents.
- use professional desktop publishing software to create documents for print and online

Required Texts and Materials
- Storage medium to provide access to files in class (e.g. flash drive, Dropbox, etc.)
- Supplemental readings online or on library reserve
- A few dollars on the SandDollar card for printing. Printing is occasionally required during class—some documents simply must be viewed and evaluated in print form if that is their intended distribution.
- Access to digital camera (a cell phone camera will work, although better quality photos will come from an actual camera). You may share with another student if you don’t have your own.

Grade Distribution
Some of the work will be completed collaboratively. You will find more information about each assignment on Blackboard.
- Reading Responses (10%): For each reading assignment, you may be asked at the beginning of class to respond in some way, either by writing, a quiz, or an application/analysis activity.
- In-class Projects (30%): multiple short projects designed to give focused practice in techniques and concepts learned through reading and discussions. Completed mostly in class, but may require occasional out-of-class finishing.
Independent Projects (60%): three document design projects (marketing materials, informational text, and student’s choice project). The final project (student’s choice) will include: 1) a pre-project proposal; 2) a brief presentation of the project to the class; and 3) a post-project reflection essay. Students will also earn participation credit for in-class workshop time used for these projects.

Course Policies
Attendance: English 3378 is a workshop class; attendance and participation are required for learning. You have four “sick leave” days, meaning a maximum of four absences without penalty. No documentation or explanation is needed (or wanted). I have no desire to judge the validity of your reasons—that decision is yours. Just know that if you use up your “sick leave,” your final grade may be lowered by half a letter grade for each day over four missed.

To be counted present, you must be on time, participate in classwork, and stay for the entire class.

Making up in-class work: reading responses cannot be made up and you cannot earn credit for workshop participation missed due to absences. However, you can make up in-class projects. The instructions for these will usually be available on Blackboard at class time.

Late Work: Late work is not generally accepted. If there are legitimate, project-based overruns on the major projects (such as technical difficulties), you can appeal for an extension.

In-class conduct: Please turn off all cell phones while in class. Do not use computers or class time for anything other than English 3378 related work (no other coursework, no shopping, no Facebook, etc.). Do not type or click while someone (instructor or student) is speaking to the class as a whole. In general, treat each other and the instructor with respect and follow simple standards of common courtesy.

Templates: MS Word, Publisher, and many other software packages provide pre-made templates to help you create various kinds of documents. However, you may NOT use such templates in English 3378 beyond the third week of class unless you have prior permission from the instructor.

Copyrighted Material: It is tempting to borrow graphics and other elements freely from websites because it is so easy to do. However, you may not use such materials in anything that will be disseminated beyond our class unless they are open access or you have permission from the creator. We will talk more specifically about copyright during the semester and try to figure out how the complex rules apply to desktop publishing.

University/Department Policies

Academic Honesty/Plagiarism
The University will not tolerate plagiarism or any other form of intellectual/academic dishonesty. Plagiarism is a serious violation of departmental and University policies, but it is sometimes difficult to understand what plagiarism actually is. Often, students commit unintentional plagiarism (not citing sources properly, for example), because they are unaware of the standards that apply. Regardless, work
that is turned in for the course that is plagiarized will be failed. If you are unsure about your use of sources, please consult with me or visit the writing center (in the TLC, in the Glasscock building) for advice on source documentation BEFORE the item is due. For this course, you must use either MLA or APA citation style. Any grammar handbook and many web sites have directions on correct citation. Click here for an excellent review of the various forms of plagiarism, good for any teacher to review/use. It is long, but worthwhile.

Click here for site on MLA documentation rules and here for APA documentation rules.

**Acceptance of Diversity**

We are the most diverse campus, in terms of racial identity, in the Texas A&M system. This means that we are all meeting and working with people who are different from ourselves in terms of their identities: whether that is defined by their race, ethnicity, class, gender, sexual orientation, and/or religion. Respecting and accepting difference is vital to your success in this class, on this campus, as a future teacher in your own classroom, and in the global community.

**Reminder to English Majors**

As part of the English undergraduate capstone course (ENGL 4351), all English majors are required to submit a portfolio of writings in different discourse genres that they have completed for their college classes. To help you prepare for this assignment, you should keep a copy of all essays, research papers, literary analyses, creative and report writing, etc., so that you will have an ample selection from which to choose when the portfolio comes due.

**Notice to Student with Disabilities**

Texas A&M University-Corpus Christi complies with the Americans with Disabilities Act (ADA) in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Services for Students with Disabilities Office, located in CCH 116, at 825-5816. If you need disability accommodations in this class, please see me as soon as possible.

**Academic Advising**

The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College’s Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

If your major is in another College (e.g., Education), please contact that college for information and requirements about advising.

**Grade Appeal Process**

As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals,
and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

Questions?
If you have any questions or concerns regarding this syllabus, please speak with me as soon as possible. You are responsible for understanding and adhering to the policies of this course and the University.

Provisional Course Outline
For daily reading assignments, please see the full schedule, available on Blackboard at the beginning of the semester. In addition to the textbook readings, there will also be short online readings available through Blackboard. In-class assignments will be given in class. Schedule is subject to change.

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<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Assignments/Reminders</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to the course</td>
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<td>2</td>
<td>Document Design &amp; Visual Rhetoric</td>
<td>Golombisky &amp; Hagen, chapter 1 &amp; 2</td>
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<td>3</td>
<td>Design Basics</td>
<td>Golombisky &amp; Hagen, chapter 5</td>
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<tr>
<td>4</td>
<td>Design Basics, continued</td>
<td>Golombisky &amp; Hagen, chapter 5, continued</td>
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<tr>
<td>5</td>
<td>Grids &amp; Layouts</td>
<td>Golombisky &amp; Hagen, chapters 3, 4, 6 &amp; 7</td>
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<tr>
<td>6</td>
<td>Grids &amp; Layouts, continued</td>
<td>Authors Day Materials Due</td>
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<td>7</td>
<td>Typography</td>
<td>Golombisky &amp; Hagen, chapter 8</td>
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<td>In class: documentary film “Helvetica”</td>
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<tr>
<td>8</td>
<td>Storyboarding</td>
<td>Golombisky &amp; Hagen, chapter 12</td>
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<td>9</td>
<td>Visuals</td>
<td>Golombisky &amp; Hagen, chapter 10</td>
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<td></td>
<td>No class!</td>
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<tr>
<td>10</td>
<td>Informational Graphics</td>
<td>Golombisky &amp; Hagen, chapter 11</td>
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<td>11</td>
<td>Color</td>
<td>Golombisky &amp; Hagen, chapter 9</td>
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<td>Informational Document Due</td>
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<td>12</td>
<td>Multimedia Elements</td>
<td>Golombisky &amp; Hagen, chapter 13</td>
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<td>Proposal for Final Project Due</td>
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<tr>
<td>13</td>
<td>Document Design Workshop</td>
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<td>14</td>
<td>Document Design Workshop</td>
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<tr>
<th>Week 15 Apr 23-27</th>
<th>Document Design Workshop</th>
<th>Presentation of Final Projects</th>
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<tbody>
<tr>
<td>Week 16 Apr 30-May 4</td>
<td>Tuesday, May 1 is the last day of class.</td>
<td>Presentations of Final Projects</td>
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<tr>
<td>Final Exam</td>
<td>There is no final exam in English 3378; however your revised final project will be due during Finals week</td>
<td>Revised Final Project</td>
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