Susan Garza, PhD, Instructor

Contact Info

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<th><a href="mailto:susan.garza@tamucc.edu">susan.garza@tamucc.edu</a></th>
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<td>FC 267</td>
<td>361-825-2483</td>
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Office Hours

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<th>Monday 3:30-5:30 and Tuesday/Thursday 1:45-3:30</th>
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<td>Appointments can be arranged at other times with advanced notice.</td>
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Course Description: 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

- Analyze information
- Analyze purpose and audience
- Create rhetorically effective professional documents

21st Century Technical Communication Skills

A 21st century technical communicator creates documents that communicate effectively, persuasively, and concisely. Specifically, the technical communicator:

- Solves problems to help achieve an organizations’ goals
- Addresses a particular user/purpose/task
- Acquires, evaluates and applies core knowledge and design concepts
- Integrates cultural and ethical considerations
- Promotes collaboration
- Incorporates appropriate combination(s) of text or graphics
- Uses appropriate tools/media technology

Graded Activity (20% each)

- Understanding Document Design and Publishing – This part of the course will focus on gathering information to be used as context for understanding these topics. Multiple assignments will be assigned.
- Creating Documents – We will spend time learning how to use different programs in the Adobe
Creative Suite. The programs will be available in the computer lab but you may need to spend some
time outside of class to complete assignments.

• **How-To Project** – With a class partner, you will create a how-to document covering at least two
elements from the software programs we will be learning. 50% of the grade will come from the written
document. 50% will come from an oral presentation in which you and your partner will guide the
class through completion of the how-to document that you have created.

• **Supplemental Work** – Reading, homework and in-class activities will be built into each major
assignment.

• **Class participation** - I expect students will practice respect and responsibility as a part of this learning
community. For each day that you are present in class, if you participate in class work and discussions,
and complete work assigned in class you will receive a full 5 points. If you only come to class but do
not participate or turn in your work, you may receive only 1 point. If you are active in class and
complete the then you will get full credit.

Here are some things you can do to exhibit an attitude of respect and responsibility:

• Be on time
• Come to class every day
• Come to class prepared
• Respect other classmates by watching what you say
• Give your attention to the discussion and whoever is speaking
• Add your opinions to/participate in the discussion
• Complete work on time
• Check the assignments before class every day
• Be helpful to other students
• Don't be playing on the computer while the teacher or other students are talking
• Stay focused and stay connected.
• Keep up with your assignments and your grades. It is not the teacher's responsibility to tell
you what you have or haven't turned in. Your grades will be available of WebCT so all you
have to do is regularly check to make sure you have grades posted for all work.
• If you miss class, check the online schedule and check with a classmate before the next class
period so that you can complete the missed work in a timely manner and not get behind.

**Policies**

**Late work** will not be accepted without prior approval. Prior approval means that you have contacted me
within an appropriate amount of time. Prior approval does not mean that you call or email at the last
minute to tell me something else has come up. I also will not accept any work for major projects that I
have not seen drafts of over the course of the semester. In other words, if you turn in a major project at the
end of the semester on the day it is due and I have never seen any of the work prior to that time, I will not
accept it. I will not accept any of the homework assignments late. If you do not get the work turned in
when it is due at the beginning of class you will not receive credit for that work. As long as you turn your
work in on time, you will be given opportunities to rewrite any work that needs extra attention, so turning
your work in on time works very much to your advantage.

**Plagiarism** should not be a part of your writing practices. You will be encouraged to rewrite any
documents that you need help with. Most often the issue is not that a student is wanting to steal another’s
work, but rather a lack of experience in how best to incorporate the discussions of others in their own
writing. Please do not hesitate to contact the instructor if you feel you need extra assistance in this area.
In general terms, students are expected to "demonstrate a high level of maturity, self-direction and ability
to manage their own affairs" and to "conduct themselves in accordance with the highest standards of
academic honesty." Instances of plagiarism will be handled in accordance with Texas A&M University-Corpus Christi General Academic Policies and Regulations as listed in the current catalog. Attendance and tardiness can affect your final grade. If you miss more than 3 class meetings (2 for summer, night and graduate courses) I will deduct up to one full grade from your final grade. Save your absences for important things that come up, things you have no control over. This does not mean that you should schedule other appointments during class. If you do need to miss class for an appropriate reason, please let me know as soon as possible.

Required Statements

- **Notice to Students with Disabilities:** Texas A&M University-Corpus Christi complies with the Americans with Disabilities Act 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 Room 116 Corpus Christi Hall, at 825-5816. If you need disability accommodations in this class, please see me as soon as possible.

- **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.

- **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.

- **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](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.

**Supplies**

- Thumb Drive to save computer files.

**Texts/Readings**

And other assigned readings

**Provisional Course Outline**

**Week 1**
- Review Syllabus

**Week 2**
- Understanding Document Design and Publishing Assignment
- In-class - Design Fundamentals exercise
- Review How-to Project

**Week 3**
- Understanding Document Design and Publishing Assignment
- In-class - Lesson 1 "Using Adobe Bridge"

**Week 4**
- Understanding Document Design and Publishing Assignment
- In-class - Photoshop Lessons

**Week 5**
- Understanding Document Design and Publishing Assignment
- In-class - Photoshop Lessons

**Week 6**
- Understanding Document Design and Publishing Assignment
- In-class - Dreamweaver Lessons

**Week 7**
- Understanding Document Design and Publishing Assignment
- In-class - Dreamweaver Lessons

**Week 8**
- Understanding Document Design and Publishing Assignment
- In-class - Flash or Fireworks or Illustrator Lessons

**Week 9**
- Catch up on Adobe Lessons
- Work on How-to Project

**Spring Break**

**Week 10**
- In-class - InDesign Lessons
- Work on How-to Project

**Week 11**
- Turn in a rough draft for your How-to Project
- In-class - InDesign Lessons

**Week 12**
- Present Photoshop How-to Project

**Week 13**
- Present Dreamweaver How-to Project
Week 14
  • Present Flash How-to Project

Week 15
  • Present Fireworks and/or Illustrator How-to Projects

Week 16
  • Present InDesign How-to Project

Final – Submit reviews of Projects