Document Design and Publishing
ENGL3378.201 Spring 2015
T/H 11 – 12:15, CCH 207

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Office Hours: Mon 6-7 and Tue/Thu 12:30-2:30 or by appointment

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.

Instructor Website:  http://falcon.tamucc.edu/wiki/SGarza/Home

Student Learning Outcomes
Upon completion of this course, students will be able to
• 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

Major Course Requirements (How you will earn your grade)
• 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 including reading, homework and in-class activities.
• 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.
• Instruction Project – With a class partner, you will create a how-to covering at least two elements from the software programs we will be learning. 50% of the grade will come from the how-to. 50% will come from the actual application of the instruction.

Required or Recommended Readings
Textbook: None required

Access to University Network, an active islander email account, and Blackboard

Course Policies
Late work is not accepted without prior approval from the instructor and must be confirmed via email prior to due date.

Description of lessons/modules
Lessons/modules will include work in peer review of drafts, group discussions and presentations.

Technical support information/link
The Island Online (IOL) https://iol.tamucc.edu

Technical requirements for course
Computer Requirements
IOL runs on a web based application called Blackboard through a web browser. Please note that your web browser must be configured properly to work with IOL. To check if your web browser is compatible with IOL you can do a browser check-up by visiting the IOL site at https://iol.tamucc.edu/.

Delivery of instructor feedback
Instructor response to online requests usually occurs within a 24-hour period, but you can expect a response within 3 days.

Student login expectations
It is recommended that students check daily for updates.
Blackboard Login https://bb9.tamucc.edu

Faculty availability to support students
Instructor maintains a consistent web presence and is available to meet online in the Blackboard synchronous environment or via phone meetings for students who need more help.
Types of required interactions

Email

- Always include a subject line
- Remember without facial expressions some comments may be taken the wrong way. Be careful in wording your posts.
- Use standard fonts.
- Do not send large attachments without permission.
- Special formatting such as centering, audio messages, tables, html, etc. should be avoided unless necessary to the message
- Respect the privacy of other class members

Discussion Groups

- Review the discussion threads thoroughly before entering the discussion
- Try to maintain threads by using the “Reply” button rather than starting a new topic
- Do not make insulting or inflammatory statements to other members of the discussion group
- Be patient and read the comments of other members thoroughly before adding your remarks
- Be cooperative with group leaders in completing assigned tasks
- Be positive and constructive in group discussions
- Respond in a thoughtful and timely manner

Blog

- Introduce yourself to the other learners in the blog session
- Be polite and do not use derogatory statements
- Be concise in responding to others in the blog session
- Be prepared to participate in the blog session at the scheduled time
- Be constructive in your comments and suggestions

Academic Integrity/Plagiarism.

University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a grade of zero.

Dropping a Class

I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the
Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. November 7, 2014 is the last day to drop a class with an automatic grade of “W” this term.

Classroom/professional behavior

Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

Grade Appeals

Students who feel that they have not been held to appropriate academic standards as outlined in this class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, cla.tamucc.edu/students/studentinfo.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean.

Disabilities Accommodations

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.
Statement of Academic Continuity

In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

Academic Advising: It is imperative that all students visit regularly with an academic adviser. Each college within the university has an academic advising center, staffed by full-time, professional advisers to assist students with course selection, degree plans, and other academic matters. To find out how to contact the right adviser, go to: http://www.tamucc.edu/academics/advising.php

Students who have yet to declare a major are advised by the Academic Advising Transition Center. For more information, go to: http://www.tamucc.edu/~aac

The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

Provisional Course Outline

Week One

• Review Syllabus

Week Two

• Review Creating Documents
• Review How-to Project
• Post in Blackboard that you have read the Syllabus
• https://www.xkcd.com/1080/
• Work on Adobe Lessons
• http://blogs.hbr.org/cs/2012/07/i_wont_hire_people_who_use_poo.html
Week Three

- Guest Presenter Christine Coleman
- Complete Current Trends in Document Design and Publishing assignment found in the Discussion Forum in Blackboard
- Work on Adobe Lessons
- Pick Groups and Software Choices for How-to Project
  - [http://www.designyourway.net/blog/resources/tutorials/illustrator-tutorials/top-100-new-adobe-illustrator-tutorials/](http://www.designyourway.net/blog/resources/tutorials/illustrator-tutorials/top-100-new-adobe-illustrator-tutorials/)

Week Four

- In-Class work on Flyer for Authors' Day
- Work on Adobe Lessons
  - [http://xkcd.com/1015/](http://xkcd.com/1015/)

Week Five

- Work on Adobe Lessons
  - [http://www.wimp.com/beautifulbooks/](http://www.wimp.com/beautifulbooks/)
  - [http://color.hailpixel.com/](http://color.hailpixel.com/)

Week Six

- Work on Adobe Lessons
- Present How-to Project
- Turn in at least one Adobe Lesson
  - [http://ceball.com/](http://ceball.com/)
  - [http://www.sorapure.net/](http://www.sorapure.net/)
  - [http://imgur.com/vjdVFqO](http://imgur.com/vjdVFqO)
  - [http://dish.andrewsullivan.com/2013/02/22/reading-nothing-but-the-scrap](http://dish.andrewsullivan.com/2013/02/22/reading-nothing-but-the-scrap)

Week Seven

- Presenter Roel Sanchez
- Work on Adobe Lessons
- Present How-to Project
- Complete Document Design and Publishing On the Job assignment found in Blackboard
Week Eight

- Work on Adobe Lessons
- Present How-to Project
- Extreme Makeover
- Turn in second Adobe Lesson

Week Nine

- Work on Adobe Lessons
- Work on Extreme Makeover
- https://www.myinterface.com/tamucc/Job/Detail/RnhHQlp0OWFFMVdGT1o1QVNa3pEdjlaUjZGc2IHYWY3NVB4Y210QWdQST01
- Present How-to Project Week Ten
- Turn in 3rd Adobe Lesson

Week Eleven

- Work on Adobe Lessons
- Work on History by Design
- http://www.creativebloq.com/graphic-design-tips/information-graphics-1232836
- Present How-to Project

Week Twelve

- Work on Adobe Lessons
- Work on History by Design
- http://www.behance.net/gallery/Rolling-Stone/6519695
- Present How-to Project
- Turn in 4th Adobe Lesson

Week Thirteen

- Work on Adobe Lessons
- Work on History by Design in decade groups
- http://imgur.com/gallery/Eujgs
• [http://www.behance.net/gallery/Imaginary-Factory/8067551](http://www.behance.net/gallery/Imaginary-Factory/8067551)
• Present [How-to Project](http://www.behance.net/gallery/Imaginary-Factory/8067551)

**Week Fourteen**

• Work on Adobe Lessons
• [History by Design Presentations](http://www.english.org/sigmatd/publications/newsletter/spring2013/tech-writing.shtml)
• Present [How-to Project](http://www.behance.net/gallery/Imaginary-Factory/8067551)
• Turn in last Adobe Lesson

**Week Fifteen**

• Work on Project Reflections
• Last day of regular class

Final