Instructor Name: Prof. Kristina Gutierrez
Office: Faculty Center 256
Office Hours: Monday and Wednesday 10:30 am - 12:30 pm, Thursday 10:30 am - 11:30 am (and by appt.)
Telephone: 361-825-4124
Email: kristina.gutierrez@tamucc.edu

Course Description

The course focuses on the integration of text and visual rhetoric, such as graphics, for all kinds of professional publications. Students will analyze the potentials and limitations of modes (including image and text) for communicating meaning in order to design print-based and interactive documents for their intended audiences.

The course satisfies the university computer literacy requirement.

Learning Outcomes

At the end of the semester, students will be able to (1) compose for various rhetorical situations in professional writing, applying appropriate style conventions and (2) apply basic document design conventions.

The learning outcomes support the growth of a 21st century technical communicator. A technical communicator creates documents that communicate effectively, persuasively, and concisely. Specifically, the technical communicator

(1) solves problems to help achieve an organization’s goals
(2) addresses a particular user/purpose/task
(3) acquires, evaluates, and applies core knowledge and designs content
(4) integrates cultural and ethical considerations
(5) promotes collaboration
(6) incorporates appropriate combination(s) of text or graphics
(7) uses appropriate tools/media technology
## Major Course Requirements/ Grade Distribution

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<thead>
<tr>
<th>Assignment</th>
<th>Description</th>
<th>Percentage</th>
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<tr>
<td><strong>Assignment 1:</strong> Flyer (Due: February 5)</td>
<td>10%</td>
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<td><strong>Assignment 2:</strong> Brochure (Due: February 26)</td>
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<td><strong>Assignment 3:</strong> Multimodal Blog (Due: April 8)</td>
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<td>Using a resource such as WordPress, create a multimodal blog to share your expertise on related concepts/ issues important to audiences within your discipline.</td>
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<td><strong>Assignment 4:</strong> Résumé and Cover Letter (Due: April 29)</td>
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<td>Prepare a résumé (use Adobe InDesign) and a cover letter for an internship, co-op, or entry-level position in your discipline.</td>
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<td><strong>Assignment 5:</strong> Reading Journal</td>
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<td>In your reading journal, reflect on what you have learned about central concepts in the course such as rhetorical situation, document design, visual rhetoric, and multimodality from completing the assigned readings (and Adobe Tutorials) for assignments 1-4.</td>
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<td>Compose a total of 10 entries (approximately 150-200 words each) for your reading journal.</td>
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<td><strong>The due dates for the reading journal entries are listed on the course outline.</strong></td>
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| 3 Peer Review Workshops (see course outline) | 10% |
| The peer review workshops provide opportunity for you to give and receive feedback for assignments 1-3. |  |

| Unit Activities | 10% |
| The unit activities are designed to help prepare you to complete assignments 1-4 as you learn basic document design principles. |  |
| Access the unit activities in the assignments folders on the Blackboard course site. |  |
Required Readings

There is no textbook required in the course. However, there are several assigned readings focusing on topics such as document design.

Technical Requirements

- Access course materials via Islander Email and Blackboard course site (https://bb9.tamucc.edu)
- Access to Adobe InDesign

Course Policies

To take this online course, you must

- be able to use the technologies required to participate effectively in an online course,
- be prepared to begin the course on the first official day of classes—know login and password for Blackboard.
- adhere to the specific and rigid schedule of deadlines as shown in the Bb course module,
- participate actively in the course, which means logging on at least 3x a week to check for updates, etc.
- answer emails from the instructor promptly, within 24 hours, at the latest during the work week,
- be responsible, post all work on time (although earlier is better),
- have all required materials and technology, and
- adhere to all college policies

Late work

Late assignments are penalized five points per day. Submit a memo with a late assignment explaining why it is late.

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 failing grade.
**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. April 8 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.

**Statement of Civility**

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**

As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, 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 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 Dean’s office in the college in which the course is taught or the Office of the Provost.

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

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.
## Course Outline

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<tr>
<th>Units</th>
<th>Assigned Readings, Videos, Adobe Tutorials, Peer Review Workshops, and Reading Journal Entries</th>
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<td>Assignments 1-4</td>
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### Unit 1: Principals of Design

(W-F, 1/20-1/22)

#### Reading:

“Principals of Design” *Writing Commons*:
http://writingcommons.org/index.php/open-text/writing-processes/format/112-principles-of-design

#### Adobe Tutorials:

*Create a New Document*

*How to Make a Flyer*

Some of the Adobe Tutorials assigned this semester contain practice exercises. For each tutorial with a practice exercise, I will create a link in the appropriate unit folder on the Blackboard course site for you to submit your work.

**Reading Journal Entry 1 due by 11:59 pm on Thursday, January 21** (See instructions for submitting it in the unit 1 folder)
| **Unit 2:** Workspace and Workflow  
(M-F, 1/25-1/29) | **Reading:**  
“Workspace and Workflow” Adobe InDesign Online User Manual: [https://helpx.adobe.com/indesign/topics.html#dynamicpod_reference_0](https://helpx.adobe.com/indesign/topics.html#dynamicpod_reference_0)  
**Video:**  
“Visual Rhetoric” Purdue Online Writing Lab: [https://youtu.be/-vJvivlzkDg](https://youtu.be/-vJvivlzkDg)  
**Adobe Tutorials:**  
Add Text and Art in Frames  
Apply Color to an Object  
**Reading Journal Entry 2 due by 11:59 pm on Thursday, January 28**  
**Peer Review Workshop 1**  
- Submit a polished copy of your flyer for the peer review workshop by 11:59 pm on Monday, January 25. Access the instructions for submitting it in the unit 2 folder.  
- Critique two of your classmate’s flyers by 11:59 pm on Friday, January 29. See unit 2 for further instruction on completing the peer review workshop. |
| --- | --- |
| **Unit 3:** Layout and Design  
(M-F, 2/1-2/5) | **Reading:**  
“Layout and Design” Adobe InDesign Online User Manual: [https://helpx.adobe.com/indesign/topics.html#dynamicpod_reference_0](https://helpx.adobe.com/indesign/topics.html#dynamicpod_reference_0)  
**Video:**  
“Visual Rhetoric and Document Design: Graphics,” Univ. of Minnesota Writing Studies: [https://youtu.be/_bboExZkds](https://youtu.be/_bboExZkds)  
**Adobe Tutorials:**  
Add Pages to your Document  
Create a PDF for Print  
**Reading Journal Entry 3 due by 11:59 pm on Thursday, February 4**  
**Assignment 1 due:** Flyer, 11:59 pm on Friday, February 5 (I will create submission links for Assignments 1-4 on the Blackboard course site.) |
| Unit 4: Text, Brochures  | Reading:  
|  | [https://helpx.adobe.com/inDesign/topics.html#dynamicpod_reference_0](https://helpx.adobe.com/inDesign/topics.html#dynamicpod_reference_0)  
|  | Telg, Ricky. “*Brochures and Newsletters*”  
|  | Adobe Tutorials:  
|  | [How to Make a Brochure with InDesign](https://helpx.adobe.com/inDesign/topics.html#dynamicpod_reference_0)  
|  | [How to Add a Hyperlink](https://helpx.adobe.com/inDesign/topics.html#dynamicpod_reference_0)  
|  | Reading Journal Entry 4 due by 11:59 pm on Thursday, February 11 |

| Unit 5: Styles  | Readings:  
|  | [https://helpx.adobe.com/inDesign/topics.html#dynamicpod_reference_0](https://helpx.adobe.com/inDesign/topics.html#dynamicpod_reference_0)  
|  | Kress, Gunther. “Gains and Losses: New Forms of Text, Knowledge, and Learning” (See instructions for accessing Kress’s article in the unit 5 folder)  
|  | Video:  
|  | Adobe Tutorial:  
|  | [How to Find the Page Center](https://helpx.adobe.com/inDesign/topics.html#dynamicpod_reference_0)  
|  | [Resize Content in a Frame](https://helpx.adobe.com/inDesign/topics.html#dynamicpod_reference_0)  
|  | Reading Journal Entry 5 due by 11:59 pm on Thursday, February 18  
| Peer Review Workshop 2 | Submit a polished copy of your brochure for the peer review workshop by 11:59 pm on **Monday, February 15**. Access the instructions for submitting it in the unit 5 folder.  
|  | Critique two of your classmate’s brochures by 11:59 pm on **Friday, February 19**. See unit 5 for further instruction on completing the peer review workshop. |
| | Adobe Tutorials:  
| | *Evenly Distribute Objects*  
| | *How to Add Placeholder Text*  
| Reading Journal Entry 6 due by 11:59 pm on Thursday, February 25  
| Assignment 2 due: Brochure, 11:59 pm on Friday, Feb. 26  


| | Adobe Tutorial:  
| | *When to Link Graphics*  
| Reading Journal Entry 7 due by 11:59 pm on Thursday, March 10  

| Spring Break |  
| (M-F, 3/14-3/18) |
Reading Journal Entry 8 due by 11:59 pm on Thursday, March 24 |
| --- | --- |
Video: “Visual Rhetoric and Document Design: Color,” Univ. of Minnesota Writing Studies: [https://youtu.be/P7DpTXxU7z0](https://youtu.be/P7DpTXxU7z0)  
Adobe Tutorial: How to Create a Resume  
Reading Journal Entry 9 due by 11:59 pm on Thursday, March 31  
Peer Review Workshop 3  
- Provide a link to your multimodal blog for the peer review workshop by 11:59 pm on Monday, March 28. Access the instructions for submitting a link to it in the unit 10 folder.  
- Critique the content, organization, and style of two of your classmate’s blogs by 11:59 pm on Friday, April 1. See unit 10 for further instruction on completing the peer review workshop. |
Assignment 3 due: Multimodal Blog, 11:59 pm on Friday, April 8  
Last day to drop a class April 8 |
| Unit 12: Exporting and Publishing/Writing a Résumé and Cover Letter (M-F, 4/11-4/15) | **Readings:**
| | Texas A&M University-Corpus Christi’s Career Service’s sample résumés (see unit 12 for instructions on how to access the résumés)
| | “Cover Letter Workshop: Formatting and Organization” Purdue Online Writing Lab: [https://owl.english.purdue.edu/owl/resource/723/03/](https://owl.english.purdue.edu/owl/resource/723/03/)
| | **Reading Journal Entry 10 due by 11:59 pm on Thursday, April 14** |
| Unit 13: Accessibility (M-F, 4/18-4/22) | **Reading:**
| Unit 14 (M-F, 4/25-4/29) | **Assignment 4 due:** Résumé and Cover Letter, 11:59 pm on Friday, April 29
Use InDesign to compose résumé.
| May 3 Last day of classes |

Note: The schedule is subject to change. For instance, I may assign additional course readings.