ENGL 3379.W01 Writing for the Web, Spring 2016
ONLINE COURSE

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Office Hours
Tuesday/Thursday 10-12am, Sunday evening online, or by appointment

Course Description
Emphasizes practical concepts related to writing and communication on the internet and the World Wide Web. Attention is given to finding and analyzing information; analyzing and designing WWW sites and other digital, hypertextual environments. For all majors. Satisfies university computer literacy requirement.

Student Learning Outcomes
Upon completion of courses within the technical writing/journalism minors, a student will
• identify a need or problem by describing the factors involved
• 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.

Graded Activity

<table>
<thead>
<tr>
<th>Assignment</th>
<th>%</th>
<th>Date Due</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read/Analyze</td>
<td>20</td>
<td>Weekly</td>
<td>Assigned readings will be used to apply concepts</td>
</tr>
<tr>
<td>Participation</td>
<td>20</td>
<td>Weekly</td>
<td>Active participation in discussion forums is required</td>
</tr>
<tr>
<td>White Paper</td>
<td>20</td>
<td>Week 5</td>
<td>Research audience and need for website design/redesign</td>
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<tr>
<td>Project Plan</td>
<td>20</td>
<td>Week 8</td>
<td>Report on steps for completing Usability Project</td>
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<tr>
<td>Usability Project</td>
<td>20</td>
<td>Week 13</td>
<td>Recommendation report, including redesign/design information</td>
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Late work is not accepted without prior approval from the instructor.

Expectations
Students will practice respect and responsibility as a part of this learning community. Here are some things you can do to exhibit an attitude of respect and responsibility:
• Post assignments on time. Early is even better.
• Work extra hard to get to know other classmates.
• Reach out through email or Blackboard posts to support each other. If you have good info/tips on what is working for you/resource ideas, please share with the group so we can help each other out.
• Respect other classmates by watching what you say.
• Add your opinions to/participate in the discussions.
• Check the assignments every week. Don’t wait until the last minute.
• Be helpful to other students
• Don't get behind. If you get behind in an online/blended course it is harder to get back on track than it is in a traditional course.
• 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 in Blackboard so all you have to do is regularly check to make sure you have grades posted for all work.

Academic Honesty/Plagiarism
The University will not tolerate plagiarism or any other form of intellectual or academic dishonesty. Violations of academic honesty will be processed under the Procedure for Academic Misconduct Cases 13.02.99.C3.01 (see http://ses.tamucc.edu/grievances.html and the Student Code of Conduct http://judicialaffairs.tamucc.edu//assets/2013-2014StudentHandbook.pdf). All cases of academic misconduct are recorded in the student's file. Consequences are determined by the faculty member and/or the Academic Integrity Hearing Panel. It is sometimes difficult to understand what plagiarism actually is. Students sometimes commit unintentional plagiarism (not citing sources properly, for example), because they are unaware of the standards that apply. Plagiarism includes
• using the work of another as your own,
• downloading or purchasing ready-made essays off the web and using them as your own,
• using resource materials without correct documentation,
• using the organization or language of a source without using quote marks and proper citation, or
• turning in a project without citing sources in an appropriate documentation style.

Be aware that there are many ways to plagiarize. The Writing Center at CASA will review rules of academic citation. Information on academic citation is available at the Purdue University's OWL: http://owl.english.purdue.edu/ and/or from our local Writing Center at CASA.

Notice to Students with Disabilities
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.

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. 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. Please be aware that you are allowed 6 drops in your entire undergraduate career, so these decisions must be made carefully. November 15, Friday is the last day to drop a class with an automatic grade of “W” this term.

Grade Appeal Process
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
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.

What Are 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 organization’s goals
- addresses a particular user/purpose/task
- acquires, evaluates, and applies core knowledge and designs content
- integrates cultural and ethical considerations
- promotes collaboration
- incorporates appropriate combination(s) of text or graphics
- uses appropriate tools/media technology

Texts
- Other assigned readings.
(ISBNs given are for hard copy texts, but the format you prefer to use is your choice – hard copy, ebook, rental.)

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
Students will be required to login a minimum of once per day on Monday, Tuesday, Wednesday and Thursday. 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

Tentative Course Schedule
Week 1
*Read Syllabus and Intro Info

Week 2
Complete Read and Analyze assignments

Week 3
Complete Read and Analyze assignments

Week 4
Complete Read and Analyze assignments
Week 5
Complete White Paper

Week 6
Complete Read and Analyze assignments

Week 7
Complete Read and Analyze assignments

Week 8
Complete Project Plan

Week 9
Complete Part 1 of Usability Project

Week 10
Complete Part 2 of Usability Project

Week 11
Complete Part 3 of Usability Project

Week 12
Complete first draft of Recommendation Report

Week 13
Complete Recommendation Report

Week 14
Complete Recommendation Report Feedback

Final – Response to Recommendation Report Feedback

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