English 3378.W01: Document Design and Publishing
Spring 2017
Online Course

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FC 286, 361-825-3025

Office Hours (Dr. Quick is available for consultations in FC 286 or online through Google hangout):
- M 1-2 pm, T 1-3pm, W 3-5pm
- Online conferences using Google hangout can easily be scheduled by checking Dr. Quick’s “I’m available” page. If it says she’s available, send her a hangout link for a video call. This page is updated every weekday.

Course Description & Student Learning Outcomes
From the University catalog: “Focuses on the integration of text and visual rhetoric, such as graphics, for all kinds of professional publications.” This is a course is taught fully online and has a service learning component.

Technical & Professional Writing Program Outcomes.
A 21st century 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

In English 3378, students meet the 21st Century technical communication outcomes as they
1. Apply basic graphic, layout, and typography techniques to enhance the readability and visual appeal of documents.
2. Explore and articulate the role of visual rhetoric in creating and using documents.
3. Use professional desktop publishing software to create documents for print and online

Required Readings:
There is no required textbook; however, each weekly module will include links to required online readings. Note below that the course requires purchasing at least two months of InDesign access.

Technical Requirements:
1. Access to Adobe InDesign through the Creative Cloud. Subscriptions are $30 per month. You can get by with just two months if you time it right. The student rate is less expensive per month, but you must sign up for a full year. Click here for more information:
   https://creative.adobe.com/plans. You will be required to create one project using InDesign.
Other projects can be created through MS Publisher or various free online programs. You may not use MS Word to create your projects.

2. Access to digital camera (a cell phone camera will work, although better quality photos will usually come from an actual camera).

3. Access to a printer. Documents will look different on screen than on paper—it’s important to check your work occasionally, especially if the final product will be printed. Depending on your projects, you may need to make a few high quality professional prints at a copy shop.

**Grade Distribution**

Some of the work will be completed collaboratively. You will find more information about each assignment on Blackboard.

1. **Weekly “experiments.”** (10%). There will be a short assignment every week inviting you to experiment in various ways with what you are learning about that week. Some of these experiments will be tied into drafting work for larger projects. They are called “experiments” rather than assignments because most of them ask you to try something. Grades for the experiments are thus based on completion and effort more than quality.

2. **Discussions.** (10%). Each week will have a discussion thread. Students are required to contribute a minimum of three posts per week on at least two different days.

3. **Design Notebook** (20%). Collection of document design examples you find as you go about your daily life. Fifteen examples are due at the end of the semester (approx. one each week), with accompanying explanatory notes. Beginning in Week 3, each student will take a turn posting one of their collected examples to discussions for the class to analyze.

4. **Service Learning Project.** (30%). Each student will create documents for an actual client, assigned in class. This project will involve small group collaboration and will include a reflective/analytical writing component.

5. **Final Project** (30%). Topic is your choice, subject to instructor approval. All projects must have a documentable need for the materials—it cannot simply be a random subject of interest. You will create a magazine-style feature article (or another appropriate multi-faceted genre) that includes multiple pages; multiple visuals of various kinds, including an infographic; and at least 1000 words of text. This assignment will also include a reflective/analytical writing component.

**Course Policies**

Online courses are convenient, but difficult—they require you to manage time wisely and not fall behind. You must be able to work independently, problem solve, and be responsible. Specifically, 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, without needing reminders or guidance from the instructor
- participate actively in the course, which means logging on at least 3x a week to check for updates, etc.
- answer Blackboard messages from the instructor or other students 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 work is not generally accepted. There will be no extensions on discussions or weekly experiments. For major projects, if there are legitimate, project-based overruns (such as technical difficulties), you can appeal for an extension by writing a memo to the instructor. The memo must be accompanied by the work you have completed so far. Granting an extension is fully at the instructor’s discretion.

Civility: Taking a class online requires a lot of interaction with other people mediated through the computer. Sometimes, we forget that human beings are at the other end of what we post. Please make every effort to be civil, kind, and treat people with the respect that you would hope to receive from them. Behaviors that infringe on the rights of others, are threatening, or that foster hostility in the online environment will not be tolerated.

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 first 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 document design. In general, plan on creating your own materials. University standards and policies for academic honesty and integrity apply.

**University/Department Policies**

**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. 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.

**Disability Services**

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, Room #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.

**Grade Appeals Process.**
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 (available at http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C2.01_student_grade_appeal_procedure.pdf). For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s Office.

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.

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.

Calendar
This calendar is subject to change.

The “week” for this class runs Wednesday to Tuesday. In other words, the module on Blackboard for the week will open on Wednesday. All assignments for the week will be due by Tuesday at midnight. This schedule is designed to give you plenty of flexibility: it will allow you to complete assignments during the week, rather than taking up your weekend. But you could also conceivably do all the work on the weekend, if you work just a couple of days ahead.

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<tr>
<th>Week/Dates</th>
<th>Topics</th>
<th>Assignments</th>
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<tr>
<td>Week 1</td>
<td>Introduction to Document Design: Basic principles</td>
<td>Discussion postings</td>
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<td>Jan 18-24</td>
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<td>Experiment 1: Poetry play</td>
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<td>Week 2</td>
<td>Introduction to Document Design continued.</td>
<td>Discussion postings</td>
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<td>Jan 25-31</td>
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<td>Experiment 2: Poetry play, continued</td>
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<td></td>
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<td>Sign up for design notebook posting</td>
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<td>Week 3</td>
<td>Document design &amp; rhetoric</td>
<td>Discussion postings</td>
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<td>Feb 1-7</td>
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<td>Experiment 3: Logos, Ethos, Pathos in page design</td>
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<td>Week 4</td>
<td>The Design Process &amp; Project Management</td>
<td>Discussion postings</td>
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<td>Feb 8-14</td>
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<td>Experiment 4: Document design proposal</td>
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<td>Week 5</td>
<td>Page Layout</td>
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<td>Feb 15-21</td>
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<td>Experiment 5: CRAP + 2</td>
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<td>Week 6</td>
<td>Creative Commons</td>
<td>Discussion postings</td>
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<td>Feb 22-28</td>
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<td>Experiment 6: Finding and placing visuals</td>
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| Week 7 | Mar 1-7 | Process to publication | Discussion postings  
No experiment assignment  
Service learning project final due. |
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| Week 8 | March 8-21 | Visual Elements  
Note that Spring Break is March 13-17, thus week 8 is actually 2 weeks long. But you only have one week’s worth of work during this time. | Discussion postings  
Experiment 7: Lines, borders, and grids, oh my! |
| Week 9 | March 22-28 | Visual elements, continued | Discussion postings  
Experiment 8: : image manipulation 101 |
| Week 10 | March 29-April 4 | Color | Discussion postings  
Experiment 9: Using palettes |
| Week 11 | April 5-11 | Typography | Discussion postings  
Experiment 10: Font use & management |
| Week 12 | April 12-18 | Final project development | Discussion postings  
Final project draft |
| Week 13 | April 19-25 | Design notebook—creating a portfolio | Discussion postings (peer review)  
No experiment assignment  
Design notebook final version |
| Week 14 | April 25-May 2 | Final project: editing, proofing, production. | Discussion postings  
No experiment assignment  
Final Project |
| Week 15 | May 3-9 | Finals Week | No discussions or experiment assignments. Final course reflection due at midnight on May 9. |