English 3378.W01: Document Design and Publishing
Spring 2018
Online Course

Dr. Catherine Quick
catherine.quick@tamucc.edu
FC 286, 361-825-3025
Skype: cquick38

Office Hours
• M 2-5 pm, T 12:30-1:30 pm, Th 12:30-1:30 pm
• I am in my office and hanging out on Skype during these times—call or message. I can meet (face-to-face or online) at other times by appointment.

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 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 $31.49 per month. You can get by with two months if you time it right, but three is recommended. 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 use InDesign for the final project.
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 an actual camera provides more flexibility and often produces better quality photos.)

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 copyshop.

**Grade Distribution**

Some of the work will be completed collaboratively. You will find more information about each assignment on Blackboard. Assignments are subject to change before Jan

1. **Weekly “experiments.”** (20%). 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 may be tied into drafting work for larger projects. They are called “experiments” rather than assignments because most of them ask you to try something, to play with your learning for the week. Grades for the experiments are thus based on completion and effort more than quality. It is expected, however, that you put a significant amount of effort into trying design ideas and techniques. That’s how you learn!

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. Once during the semester, you will be asked to lead discussion by posting one of your Design Notebook pages for the class to analyze.

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. The notebook will also be collected at midterm for feedback—you must turn in 6-8 examples at that time.

4. **Midterm Project: Infographic** (20%). You’ll create a complex infographic, including both text and data visualization. This project also includes a required draft and a reflective component.

5. **Final project with Windward Review** (30%). We’ll be collaborating with the TAMUCC literary journal *Windward Review* to design the final layout of this multi-page document. This project also includes a required drafts and a reflective 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.

**Academic Honesty/Plagiarism**
**Definition:** In an instructional setting, plagiarism occurs when a writer deliberately uses someone else’s language, ideas, or other original (not common-knowledge) material without acknowledging its source. Plagiarism is a violation academic expectations, but it is sometimes difficult to understand what plagiarism actually is. Often, students 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.
• Turning in a researched project without citing sources in an appropriate documentation style.

When you are confused about citation of quotes or ideas, please visit the Writing Center or me to get help. Information on MLA documentation rules and APA documentation rules is available at Purdue University's OWL: http://owl.english.purdue.edu/, and from our local Writing Center at CASA.

Disability 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 guaranted 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.

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 your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. 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 5th will be the last day to drop a class with an automatic grade of “W” this term.

Grade Appeals Process.
As stated in University Procedure 13.02.99.C2.03, 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 Procedure 13.02.99.C2.03, Student Grade Appeals. These documents are accessible online at: http://academicaffairs.tamu.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.

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.
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.

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.

Tentative Calendar
This calendar is subject to change.

The “week” for this class runs Tuesday to Monday. In other words, the module on Blackboard for the week will open on Tuesday (with the exception of Week 1, which opens on the first day of class, a Monday). All assignments for the week will be due by Monday 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. Your choice—as long as everything is turned in by Monday at midnight each week. Note, however, that you cannot complete the work on just one day. The discussion postings require you participate on at least two different days. And some of the weekly experiments do take quite a bit of time. Plan ahead!

Specific due dates and assignment instructions are in the individual weekly unit modules on Blackboard.

<table>
<thead>
<tr>
<th>Week/Dates</th>
<th>Topics</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Introduction to Document Design: Basic principles</td>
<td>Discussion postings Experiment 1</td>
</tr>
<tr>
<td>Jan 14-21</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 2</td>
<td>Document design &amp; rhetoric</td>
<td>Discussion postings Experiment 2 Sign up for design notebook posting</td>
</tr>
<tr>
<td>Jan 22-28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 3</td>
<td>Page layout</td>
<td>Discussion postings Experiment 3</td>
</tr>
<tr>
<td>Jan 29-Feb 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 4</td>
<td>Creative Commons</td>
<td>Discussion postings Experiment 4</td>
</tr>
<tr>
<td>Feb 5-11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 5</td>
<td>Color</td>
<td>Discussion postings Experiment 5</td>
</tr>
<tr>
<td>Feb 12-18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 6</td>
<td>Typography</td>
<td>Discussion postings Experiment 6</td>
</tr>
<tr>
<td>Feb 19-25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 7</td>
<td>Data Visualization</td>
<td>Discussion postings Experiment 7: Infographic draft</td>
</tr>
<tr>
<td>Feb 26-Mar 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 8</td>
<td>Infographic due by Mar 18th.</td>
<td>Discussion postings</td>
</tr>
<tr>
<td>Week 9</td>
<td>March 19-25</td>
<td>Intro to InDesign</td>
</tr>
<tr>
<td>--------</td>
<td>-------------</td>
<td>------------------</td>
</tr>
<tr>
<td>Week 10</td>
<td>March 26-April 1</td>
<td>InDesign, continued <em>The Windward Review</em> (final project)</td>
</tr>
<tr>
<td>Week 11</td>
<td>April 2-8</td>
<td>InDesign, continued</td>
</tr>
<tr>
<td>Friday April 5</td>
<td>Last Day to Drop</td>
<td></td>
</tr>
<tr>
<td>Week 12</td>
<td>April 9-15</td>
<td>Final project development</td>
</tr>
<tr>
<td>Week 13</td>
<td>April 16-22</td>
<td>Design notebook</td>
</tr>
<tr>
<td>Week 14</td>
<td>April 22-29</td>
<td>Final project: editing, proofing, production.</td>
</tr>
<tr>
<td>Week 15</td>
<td>April 30-May 8.</td>
<td>Finals Week</td>
</tr>
</tbody>
</table>