

English 515: Advanced Professional Writing

Spring 2003

Details

| | |
|----------------|---|
| Meeting time | Tues/Thurs—12:00-1:15 p.m. |
| Location: | 227 Heavilon Hall |
| Instructor: | Dr. Jennifer Bay |
| Office: | 404 Heavilon Hall |
| Phone: | 496-1650 |
| E-mail: | jbay@purdue.edu |
| Office hours: | Thursdays 1:30-3:30 p.m. or by appointment |
| Class website: | http://web.ics.purdue.edu/~jbay/515/ |

Description

This course is designed for undergraduates and graduates interested in the professional writing and publishing of both print based and electronic documents. Through a variety of projects, we will cover advanced theories of document design, web-based publishing, educational media, information delivery, and multimedia production. The course is designed so that students will have opportunities to work on both electronic and print based projects.

Students will learn to produce documents and coordinate assorted publishing projects, study and apply principles of document design and multimedia development using assorted application software, and work as teams in a computer-networked environment. Students will also complete research on topics relevant to print-based and electronic publication, such as usability, website design, copyright law, intellectual property, and professional development.

Objectives

- Understand the techniques, technologies, culture, and problems of publishing in a digital age.
- Use, adapt, and evaluate various writing technologies for specific rhetorical purposes in precise contexts.
- Learn to evaluate and apply effective principles of document design and information delivery in both print and digital contexts.
- Develop multiple and flexible online work strategies to manage documents and research projects.
- Learn and apply strategies for collaborating successfully and equitably with peers on various activities and major projects using a variety of communication technologies.
- Develop strategies for planning, researching, and developing documents, which effectively respond to specific professional situations, problems, or research issues.

Materials

Various online readings and digital course packet

Recommended text (if you don't have it already):

Lynch, Patrick J., and Sarah Horton. *Web Style Guide: Basic Design Principles for Creating Web Sites*. Yale UP, 1999. (ISBN: 0300076754)

Projects

1. Usability project and report on WebCT Vista for ICS
2. Print and digital publication of a new issue of PW Ink (newsletter for the PW Club and major)
3. Various materials promoting the PW program (logos, flyers and brochures, as well as web and multimedia presentations) for the C&W conference
4. Weblog project—maintenance and research on weblogs

Evaluation

| | |
|---------------------------------|-----|
| Weblog project | 20% |
| PW Ink project | 20% |
| PW program project | 20% |
| Usability project | 20% |
| Class Participation/Preparation | 20% |

Attendance

Attendance is required at all scheduled electronic and face-to-face (F2F) meetings. Since you will be working in project teams much of the semester, you also will be required to attend any scheduled out-of-class meetings with your team to complete course assignments. Three absences may result in your final grade being lowered by as much as a letter grade. More than three absences can result in a failing grade for the course. Excused absences may be granted for religious holidays or university-sponsored events, provided you make a written request to me no less than two weeks in advance and that you complete any required work before the due date. Being excessively or regularly late for class or team meetings, both electronic and F2F, can also be counted as an absence.

Collaborative Work

Collaborative work is a required component of the course. You and your project team members are responsible for updating one another and me about assignment development and progress. In addition, you also are responsible for negotiating together all aspects of your work, including planning, drafting, revising, file managing, and scheduling of assignments. When I assign a collaborative project, I will provide you with explicit guidelines for successful collaboration. I will also ask individual group members to complete Collaborative Evaluation Forms. The principles of collaboration I encourage students to follow are contained in the brochure, *Group Work and Collaborative Writing* <http://www-honors.ucdavis.edu/vohs/index.html>.

Late Work

The majority of missed class assignments cannot be "made up." If a serious and unavoidable problem arises, however, you should contact me in writing prior to the deadline to determine whether or not an extension for the work will or will not be granted.

Academic Integrity

Purdue students and their instructors are expected to adhere to guidelines set forth by the Dean of Students in "Academic Integrity: A Guide for Students," which students are encouraged to read here:

<http://www.purdue.edu/ODOS/administration/integrity.htm>

The preamble of this guide states the following: "Purdue University values intellectual integrity and the highest standards of academic conduct. To be prepared to meet societal needs as leaders and role models, students must be educated in an ethical learning environment that promotes a high standard of honor in scholastic work. Academic dishonesty undermines institutional integrity and threatens the academic fabric of Purdue University. Dishonesty is not an acceptable avenue to success. It diminishes the quality of a Purdue education, which is valued because of Purdue's high academic standards."

Academic dishonesty is defined as follows: "Purdue prohibits "dishonesty in connection with any University activity. Cheating, plagiarism, or knowingly furnishing false information to the University are examples of dishonesty." [University Regulations, Part V, Section III, B, 2, a] Furthermore, the University Senate has stipulated, "the commitment of acts of cheating, lying, and deceit in any of their diverse forms (such as the use of substitutes for taking examinations, the use of illegal cribs, plagiarism, and copying during examinations) is dishonest and must not be tolerated. Moreover, knowingly to aid and abet, directly or indirectly, other parties in committing dishonest acts is in itself dishonest." [University Senate Document 72-18, December 15, 1972]"

English 515 Preliminary Calendar

| Date | Topic Covered/Assignment Due |
|------------|---|
| January 14 | Introduction to the course Complete Student Information Sheet |
| January 16 | Introduction to Weblogs Read "Why I Weblog" by Brad L. Graham http://www.bradlands.com/words/maybe/maybe02.html Read "Weblogs: a history and perspective" by Rebecca Blood http://www.rebeccablood.net/essays/weblog_history.html Read "Anatomy of a Weblog" by Cameron Barrett http://www.camworld.com/journal/rants/99/01/26.html Read "More about Weblogs" by Cameron Barrett http://www.camworld.com/journal/rants/99/05/11.html Read "Portrait of the Blogger as a Young Man" by Julian Dibbell http://www.juliandibbell.com/texts/feed_blogger.html |
| January 21 | From Personal Publishing to Journalism Read "Blogging as a Form of Journalism" by J.D. Lasica http://www.ojr.org/ojr/workplace/1017958873.php Read "Weblogs: A New Source of News" by J.D. Lasica http://www.ojr.org/ojr/lasica/1019165278.php Read "Blogged Down in the PR Machine" by Jordan Raphael http://www.ojr.org/ojr/business/1017959021.php Read "Let Slip the Blogs of War" by Tim Cavanaugh http://www.ojr.org/ojr/workplace/1017770789.php |
| January 23 | Corporate Weblogging |