

**University of North Texas at Dallas**  
**Fall 2012**  
**SYLLABUS**

**TECM 2700D-90, 91, 92: Technical Writing 3 Hrs**

<b>Department of</b>	<b>Languages and Communication</b>	<b>Division of</b>	<b>Liberal Arts &amp; Sciences</b>
<b>Instructor Name:</b>	<i>Dr Carolyn Guertin</i>		
<b>Office Location:</b>	<i>Bldg 2, Rm 261</i>		
<b>Office Phone:</b>	<i>972-338-1526</i>		
<b>Email Address:</b>	<i>carolyn.guertin@unt.edu</i>		
<b>Office Hours:</b>	<b>MW 12:00-2:00</b>		
<b>Virtual Office Hours:</b>	<i>By appointment</i>		
<b>Classroom Location:</b>	<i>Bldg #1, Rm 201D</i>		
<b>Class Meeting Days &amp; Times:</b>	<b>MW 10:00-11:00; TR 4:00-5:20; TR: 5:30-7:00</b>		
<b>Course Catalog Description:</b>	Expository writing, especially for science, pre-engineering and business students. May be substituted for ENGL 1320 in some programs; students should consult advisors in their majors.		
<b>Prerequisites:</b>			
<b>Co-requisites:</b>			
<b>Required Texts:</b>	Johnson-Sheehan, Richard. <i>Technical Communication Today</i> 4E. Longman, 978-0-205-17119-4 Williams, Robin. <i>The Non-Designers Design Book</i> 3E. Peachpit Press, 2008, 978-0-321-53404-0 A one-month subscription to Adobe Dreamweaver at Lynda.com		
<b>Recommended Text and References:</b>			
<b>Access to Learning Resources:</b>	UNT Dallas Library: phone: (972) 780-3625; web: <a href="http://www.unt.edu/unt-dallas/library.htm">http://www.unt.edu/unt-dallas/library.htm</a> UNT Dallas Bookstore: phone: (972) 780-3652; e-mail: <a href="mailto:1012mgr@fhcg.follett.com">1012mgr@fhcg.follett.com</a>		
<b>Course Goals or Overview:</b>	The goal of this course is to prepare students to become informed and effective writers in the workplace. Students will learn to write clear, concise, and visually appropriate technical prose for their intended audiences in response to various assignments. They will learn to work individually and in teams to discuss, write, edit, present, and publish technical documents following the proper conventions of this genre. Students will receive instruction in the use of word processing and graphics software to assist them in the creation of technical documents and presentations. They will also learn to evaluate and analyze both print and non-print (web-based) materials as well as to incorporate researched sources into the assignments for the course. By the end of the semester, students will be able to produce technical documents designed to successfully inform, instruct, report, clarify, convince, persuade, and negotiate.		

	TECM 2700 is based on a thinking-into-writing model where much of the writing is preliminary to the production of finished work. Pre-writing, drafting, and writing to revise represent a good deal of the work of the class. Class work will also include exercises, brainstorming, group work, peer reviewing, in-class writing, and document drafting.
<b>Learning Objectives/Outcomes:</b> At the end of this course, the student will	
1	Be able to Identify and follow the basic conventions of a variety of technical and professional writing genres
2	Demonstrate the ability to analyze and identify a communication need for specific audiences.
3	Effectively apply rhetorical strategies to create user-centered documents.
4	Plan, research, write, design, and illustrate a variety of technical documents.
6	General Education Learning Objectives/Outcomes that this course addresses:
1a	The UNT Dallas graduate will explore English, the arts and humanities, math, the natural sciences, and social and behavioral sciences.
2a	The UNT Dallas graduate will be able to locate, evaluate and organize information including the use of information technologies.
2b	The UNT Dallas graduate will think critically and creatively, learning to apply different systems of analysis.
2c	The UNT Dallas graduate will develop problem solving skills that incorporate multiple viewpoints and differing contexts in their analysis.
3a	The UNT Dallas graduate will engage with a variety of others in thoughtful and well crafted communication.
3b	The UNT Dallas graduate will broaden and refine his/her thinking as a part of the give and take of ideas, seeking to better understand other's perspectives as well as his/her own.
4a	The UNT Dallas graduate will deepen his/her understanding of the variety of human experience and gain the capacity to see situations from another's viewpoint.
5f	The UNT Dallas graduate will gain leadership skills that prepare him/her for active citizenship.
<b>TECM 2700 Learning Objectives/Outcomes:</b>	
1	Learn to follow and adjust to conventions of technical writing, including mechanics and format, and practice writing various technical documents common in business and industry
2	Understand the value of good communication and writing skills in the workplace
3	Write clearly, concisely, and correctly, following the rules of standard grammar, usage, spelling, and punctuation
4	Design information for specific audiences and advocate reader/user needs, communicating technical and scientific information in clear language
5	Create contexts for effective collaboration and teamwork
6	Successfully employ visual and verbal argumentation
7	Develop critical thinking skills through reading and analyzing technical documents
8	Hone research skills
9	Learn to foster a view of writing as situated action (people acting through writing within organizations)
10	Create contexts for writing that are real and sophisticated
11	Use word processing and graphics software to create effective technical documents
12	Foster a consideration of ethics in their writing

## Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated on Blackboard and/or by UNT email.

TOPICS	TIMELINE
<b>Week 1:</b> What is technical writing? Readings: "Rhetorical Toolbox for Technical and Professional Communication (PDF) <b>Personal Mission Statement.</b> See examples and template at <b>Live with Purpose:</b> <a href="http://www.franklincovey.com/msb/">http://www.franklincovey.com/msb/</a> Dennis Baron, Technologies of the Word: Reading and Writing in the Digital Age: <a href="http://www.english.illinois.edu/-people/faculty/debaron/essays/wordtech.htm">http://www.english.illinois.edu/-people/faculty/debaron/essays/wordtech.htm</a> Identify a piece of technical writing (homework)	Week of August 27th
<b>Week 2:</b> What is Technical Writing? Johnson-Sheehan, Chapter 1: Communicating in the Workplace The Rhetorical Situation (Purdue OWL)	Week of Sept 3rd
<b>Week 3:</b> Technical description assignment, including planning and research: Johnson-Sheehan, Chapter 6: Technical Descriptions and Specifications	Week of Sept 10th
<b>Week 4:</b> Johnson-Sheehan, Chapter 2: Readers and Contexts of use Williams, Chapters 2-5	Week of Sept 17th
<b>Week 5:</b> Anderson, Chapter 13: Drafting Visual Elements "Typography: More Than Just Type": <a href="http://www.personal.psu.edu/lrm155/blogs/technical_writing/2012/02/typography--more-than-just-type.html">http://www.personal.psu.edu/lrm155/blogs/technical_writing/2012/02/typography--more-than-just-type.html</a> Designing documents Williams, Chapter 9-11: Typography Screening: <i>Helvetica</i>	Week of Sept 24th
<b>Week 6:</b> Dreamweaver; (Students should purchase a one-month subscription to Lynda.com) Website design.	Week of Oct 1st
<b>Week 7:</b> Dreamweaver & Johnson-Sheehan, Chapter 17: Using Plain and Persuasive Style & Chapter 5: Letters, Memos and email. Williams, Chapter 7: Color	Week of Oct 8th
<b>Week 8:</b> Chapter 20: Dreamweaver and Revising and Editing for Usability; Jacob Nielson, <i>Usability 101</i> Revising and Editing	Week of Oct 15th
<b>Week 9: Midterm</b> Chapter 21: Preparing and Giving Presentations Powerpoint exercise	Week of Oct 22nd
<b>Week 10:</b> Introduction to Web 2.0; Chapter 23: Using Social Networking Tools	Week of Oct 29th
<b>Week 11:</b> Persuasion: Chapter 13: Persuading Others; Chapter 16: Organizing and Drafting	Week of Nov 5th
<b>Week 12:</b> Digital Storytelling Exercise; scriptwriting Visit Center for Digital Storytelling, and Queensland University of Technology Digital Storytelling websites and view other examples.	Week of Nov 12 <sup>th</sup>
<b>Week 13:</b> Storyboarding and creating digital stories	Week of Nov 19th
<b>Week 14:</b> Working in Teams; Chapter 3: Working in Teams	Week of Nov 26th
<b>Week 15:</b> Intercultural communities Digital Storytelling screening	Week of Dec 3rd
<b>Week 16:</b> Exam	Week of Dec 10th

## Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

**Midterm, Exam and Quizzes** – *written tests designed to measure knowledge of presented course material*

**Assignments** – *written assignments designed to supplement and reinforce course material*

**Projects** – *web development assignments designed to measure ability to apply presented course material*

**Class Participation** – *daily attendance and participation in class discussions*

## University Policies and Procedures

### Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

**Writing Assignments** – written assignments designed to allow students to practice and become proficient in technical writing

**Technical Assignments** – involving analysis of technical work or sites or the creation of a technical piece, like a Powerpoint or a Website

**Participation** - in-class assessments to gauge understanding and engagement with course material. May include quizzes, peer review assignments, and/or in-class writing

**Exams** – assessments testing students' understanding of and ability to apply course material

### Grading Matrix:

Quizzes and/or Reading Response Journal – Weekly – approximately 250 words - 10%

Technical Description Assignment – 10 %

Powerpoint design and presentation – 10%

Digital Storytelling Assignment (group of 3) – 15%

Website design – 15%

In-class Work & Participation, including Personal Mission Statement – 10%

Midterm – 10%

Final Exam (comprehensive) – 20%

### Grade Determination:

A = 90 - 100%

B = 80 - 89 %

C = 70 - 79 %

D = 60 - 69 %

F = less than 60%

## University Policies and Procedures

### Students with Disabilities (ADA Compliance):

The University of North Texas Dallas faculty is committed to complying with the Americans with Disabilities Act (ADA). Students with documented disabilities are responsible for informing faculty of their needs for reasonable accommodations and providing written authorized documentation. For more information, you may visit the Office of Disability Accommodation/Student Development Office, Suite 115 or call Laura Smith at 972-780-3632.

### Student Evaluation of Teaching Effectiveness Policy:

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

### Assignment Policy:

Drafts of writing assignments should be posted to Blackboard before class time on the date the draft is due. Generally, your peers will make comments on these drafts by responding to your post with the expectation that you will make revisions based upon the received suggestions.

### Assignment Format

All assignments must meet the following requirements unless otherwise specified by the instructor: • Be typed or printed on a word processor

- Use a 12-point font in Times New Roman
- Use one-inch margins on the top, bottom and sides

When posting essays online via Blackboard, formatting may be compromised. I will take this into consideration when evaluating all online assignments in this course. However, failure to submit assignments in the appropriate format could result in a 5-10 point reduction in the grade for that assignment. If/when you post assignments as attachments, you must post your file as a Word document (.doc or .docx). Failure to post in the correct format may jeopardize your ability to earn credit on the assignment.

### Late Assignments

I do not accept late assignments. You will receive a 0 for all assignments not submitted on time. Opportunities to make-up missed assignments will be considered on a case-by-case basis.

**Participation**

Participation includes in-class writing assignments, preparation for and participation in peer-review workshops and performance on quizzes. If you miss class with an unexcused absence, you will not be offered the opportunity to make-up missed participation assignments. You are not eligible to earn participation points if you are not present in class (e.g. you cannot take an online quiz from home and earn participation points).

**Writing Assignments**

There are several major writing assignments in this course. Each of these assignments will be graded using a rubric specific to that assignment that will be handed out with the assignment guidelines.

**Cell Phones:**

Cell phone use is not permitted during class time. This includes talking on the phone, texting, emailing, checking messages, or playing games. You should turn your ringer **off** during class time (not on vibrate) because ringing/ vibrating cell phones may disrupt class activities. If you must have your cell phone on during class time, please inform the instructor. Otherwise, if your cell phone rings in class or if you use your phone during class time, you will lose all participation points awarded for that day.

**Exam Policy:**

All students must take exams on the scheduled exam days unless the absence is a documented excused absence.

**Attendance:**

Students are expected to attend class meetings. The only excused absences that will be recognized in this course are 1. Illness that required a doctor's visit (this type of absence will be counted excused after submitting a signed/dated doctor's note to the instructor), 2. Death in the immediate family (this includes parents, siblings, and children only), or 3. Observance of a religious holiday. Even if a student's absence meets one of these criteria, he/she is responsible for working with the instructor to establish a schedule for making up all work missed.

**Academic Integrity:**

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of conduct and Academic Dishonesty policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Conduct at [http://www.unt.edu/csrr/student\\_conduct/index.html](http://www.unt.edu/csrr/student_conduct/index.html) for complete provisions of this code.

TECM 2700 policy: Students can expect that all instances of plagiarism will be reported to Laura Smith in the Student Life Office. For first offences, students will earn a 0 (zero) on the assignment. For a second offense, students will fail TECM 2700.

**Bad Weather Policy:**

On those days that present severe weather and driving conditions, a decision may be made to close the campus. In case of inclement weather, call UNT Dallas Campuses main voicemail number (972) 780-3600 or search postings on the campus website [www.unt.edu/dallas](http://www.unt.edu/dallas). Students are encouraged to update their Eagle Alert contact information, so they will receive this information automatically.

**Diversity/Tolerance Policy:**

Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Center for Student Rights and Responsibilities as the instructor deems appropriate.

**Optional Policies:**

For this class, you are required to communicate using your UNTD email account and/or your Blackboard email. You should check this email account at least 2 times per week. I will send all communication about this class to your UNTD account or via Blackboard.