

# COMMERCIAL PUBS IN HIGH- TECH INDUSTRIES AKA DOCUMENT DESIGN

TECM 3100

Fall 2017

TR 11-12:20

Lab T 10am or 2pm

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# Introduction

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# Course Description

The purpose of TECM 3100: Commercial Publications in High-Tech Industries is to develop your awareness of document design and data visualization while providing you with the skills you need to enhance the execution of your visual communication style.

*Note: Despite its 3000-level number, this is an intensive technical communication class. In addition to class time and lab time, expect to put in 9-12 hours a week (on average) to watch the videos, do the readings, complete your labs, and excel at your assignments. This time commitment is in line with the Student Handbook's expectations.*

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# Learning Objectives

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At the end of this course, you will be able to

- 1) Assess a document's adherence to quality design principles
- 2) Revise document using theoretically-driven principles of design
- 3) Convey complex data in intuitive and readable way
- 4) Design sophisticated documents using industry-standard software

# Things You'll Need

*The things you'll need to  
succeed in the class*

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# Things You'll Need

## **Readings**

*White Space is Not Your Enemy.*  
Rebecca Hagan & Kim Golombisky.  
2<sup>nd</sup> or 3<sup>rd</sup> edition.

## **Access to the Internet**

I will communicate with you through email and BlackBoard. I will place readings on BlackBoard, and you will submit some assignments through BlackBoard.

## **Storage**

*Save, save, save!* You will have multiple projects to work on. I suggest that you save your work to the local drive every 10 minutes. At the end of each session, I suggest you find two ways to save your work off the local drive: DropBox, a flash drive, email, anything that works for you.

## **Software**

You will do almost all your work in specialized software. This software is available to you free of charge in the Technical Communication Labs. If you would like to work on your assignments outside of the labs, you may want to consider purchasing the Adobe Creative Suite. It is \$20 a month, and you must enroll for 12 months.

# The Fine Print

*The boring stuff that you  
need to know*



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### **Absences**

You have three free absences. Your final semester grade will be dropped one full letter grade for each subsequent absence.

If you will be absent for a religious holy day, please let me know by the end of the second week.

### **Tardiness**

15 minutes late? You're absent.

### **Leaving Class**

If you leave class more than 10 minutes early without permission, you will be counted absent.

### **Assignments**

Assignments are due at the beginning of class unless otherwise noted.

Late homework/daily assignments will not be accepted.

Major assignments may be turned in late at the penalty of one letter grade per day late.

### **Email**

I will only email you at your official UNT email account. Check it or figure out how to port your emails to the account you do check. I will attempt to answer all email within 48 business hours.

### **Be an Engaged Member of the Class**

We do a lot of work in here. A lot of it is hands on. You must come to class prepared and ready to work. When I give you time to work, it is time to work on your project, not to work on biology or stats homework. If you don't have your work, your professionalism grade will suffer.

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### **Absences**

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT.

Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at <http://deanofstudents.unt.edu>.

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### **Student Behavior**

This course takes place in a computer lab; however, you should use the computer to supplement your educational experience. If you are checking email, surfing the internet, or working on an assignment while I am lecturing or while you are supposed to be doing a class exercise, you will be asked to leave the classroom and will receive an absence for the day. This rule applies to computers, phones, and tablets equally.

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## **ADA**

In accordance with the Americans with Disabilities Act, I will work with Office of Disability Accommodation to help reasonably qualified students with disabilities. If you have such a disability, please advise me in writing of your needs no later than the end of the second week of class.

“The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.”

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### **Scholarly Dishonesty**

All work in this class must be your own and original. Any use of another's ideas or words in your work without assigning proper credit is considered plagiarism. It has been my experience that students who plagiarize are either overwhelmed by the assignment and feel no choice but to use the work of others or think that appropriating a small amount of the work of others isn't plagiarism. If you find yourself in this situation, please see me. See <http://vpaa.unt.edu/academic-integrity.htm> for details on scholastic dishonesty.

The types of academic dishonesty I find most often in TECM 3100 is:

- 1) Fabrication or falsification of data (0 on assignment)
- 2) Cheating (0 on assignment)
- 3) Facilitating others in academic dishonesty (F in course)
- 4) Plagiarism (0 on assignment)

*Plagiarism and academic dishonesty are grounds for expulsion from the university.*

# Assignments

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■ In-class Exam (5%)

■ Homework (10%)

■ Short Document Revision (10%)

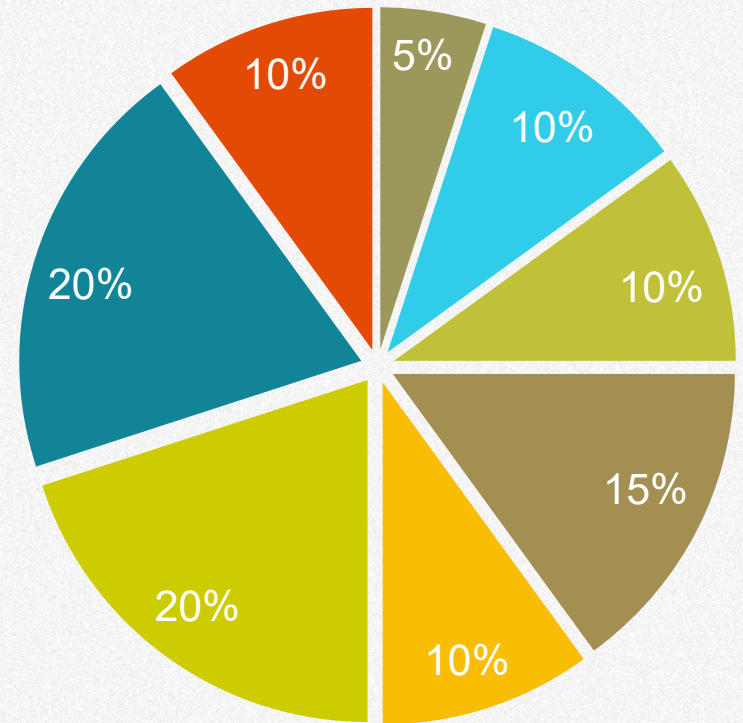
■ Long Document Revision (15%)

■ Infographic Assignment (10%)

■ Group Project (20%)

■ Lab Notebook

■ Professionalism (10%): Everyone starts with 10 points. Points are kept based upon participation, respect, proper communication, coming to class prepared, and staying on task.



# Semester Calendar

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*Overview*

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*Basics of Design*

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*Data Viz*

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*Work Groups and Crits*

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# Overview

In the syllabus, you will have an overview of the major sections of the course, the general topic that we will address each day, and the due dates of major assignments.

Day-to-day homework and reading assignments will be assigned on Blackboard as we go through the semester. It is your responsibility to check BlackBoard everyday to make sure that no alterations to the schedule have been made.

The details of your major assignments will also be given to you at the appropriate time in the semester.

I reserve the right to make changes to the calendar at any time for any reason.

No major assignment due date will change to be earlier.



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# Basics of Design

## **August 29**

Welcome to 3100

## **August 31**

What is Design?

## **September 5 & 7**

Principles of Design

## **September 12 & 14**

Single Page Documents

## **September 19 & 21**

Multipage Documents

## **September 26 & 28**

Typography

## **October 3 & 5**

Color

## **October 10**

Review OR Possible Field Trip

## **October 12**

In-Class Exam

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# Data Viz

## **October 17**

Workshop Short Document Revision

## **October 19**

Short Document Revision Due

## **October 24 & 26**

Charts and graphs

## **October 31 & November 2**

Infographics

## **November 7 & 9**

Logos & PDFs

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# Work Groups and Crits

## **November 14**

Portfolios

## **November 16**

Long Document Workshop

## **November 21**

Long Document Due

## **November 23**

Thanksgiving/ No Class

## **November 28**

Infographic Workshop

## **November 30**

Infographic Due

## **December 5**

Evals/ Group Project Due/ Group Presentations

## **December 7**

Group Presentation

## **December 12 @ 10:30**

Lab Notebooks due