

TECHNICAL *writing*

English 3186 — section 60 — Guided Independent Study
University of Northern Iowa — <http://elearning.uni.edu>



INSTRUCTOR:

Kimberly J Groninga, Languages & Literatures

Phone: 273-2821, leave a message

Office: 2045 Bartlett Hall (Department Office: 1001 Bartlett Hall)

Office Hrs: Tuesdays & Thursdays, time varies by semester

E-mail: kimberly.groninga@uni.edu*

*Email is the best way to reach me. I will respond to student emails within 24 hours.

COURSE DESCRIPTION:

This course focuses on real-world communications created and delivered via current technology; composition and design which makes information easy to read and navigate; and creating effective job-seeking and workplace documents. Includes topics such as the writing process, rhetorical analysis, user-centered design, technical communication ethics, social media. Prerequisite(s): ENGLISH 1005; junior standing.

UNIVERSITY-LEVEL OBJECTIVES:

Critical Thinking: Graduates will demonstrate critical thinking through the ability to evaluate, analyze, and integrate information from a variety of sources in order to develop reasoned positions and solutions to problems.

Communication: Graduates will display competence in oral, written, and visual communication, as appropriate for their discipline.

Program Content Knowledge and Skills: Graduates will demonstrate discipline-specific knowledge and skills in their major fields of study.

COURSE-LEVEL OBJECTIVES:

By the end of this course, students will be able to

- list, explain, and apply the steps of the writing process to common workplace documents and electronic communications.
- recognize, discuss, and model elements of effective visual design.
- analyze and discuss ethical considerations of written and visual messages from outside sources.
- create workplace documents and online communications which are concise, visually appealing, ethically responsible, and error-free.

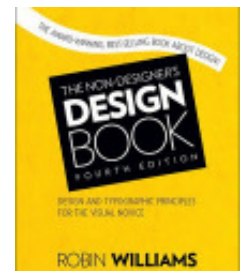
REQUIRED TEXTBOOKS:

Lentz, Paula and Kathryn Rentz. *M: Business Communication*, Third Edition. New York: McGraw-Hill, 2015.

isbn: 978-0073403229.

Williams, Robin. *The Non-Designers Design Book*, Fourth Edition. Berkeley, CA: Peachpit Press, 2014.

isbn: 978-0133966152.



INSTRUCTIONAL METHODS:

This course is taught entirely online utilizing eLearning for instruction, materials, and communication. This course will consist of readings, videos, websites, and analysis of a variety of documents. All handouts and videos will be available on eLearning, in the required textbooks, or via an external link. There is one exception: students will need to locate a copy of the film *Willy Wonka and the Chocolate Factory* (either version, student's choice) online, in a video rental outlet, or at their local library. Readings, videos, and other self-study assignments are a means of providing important instructional information to students, and students are expected to approach those assignments as earnestly as they approach the assignments which are submitted for a grade.

COURSE TECHNOLOGY:

This course can be accessed through: <http://elearning.uni.edu/>
Students are responsible for learning how to use Blackboard for on-time submission of assignments. (Blackboard tutorials are available at <http://www.uni.edu/continuinged/support/tutorials/index.shtml#elearning>) Students will also need access and basic proficiency in gmail, Microsoft Office or an equivalent word processing program, and a program of their choice which will allow them to create flyers and other documents requiring visual elements.

ONLINE NETIQUETTE:

Because this is a fully online class, you will mostly be communicating with me through email and other online communication. It is important to think of this communication as a formal dialogue. Be sure that in all communication you create an appropriate subject line, identify yourself and your course, and avoid casual language or text shortcuts.

FORMAT FOR ASSIGNMENTS:

All assignments for this course should be submitted in pdf format unless otherwise noted. Using this method will retain all your formatting which is absolutely crucial to many of the assignments in this course. Please learn how to print or save to pdf from your chosen programs and be prepared to send your assignments in this format. Always submit assignments through eLearning and never through email.

GRAMMAR, USAGE, MECHANICS (GUM):

Grammar, Usage, and Mechanics will not be covered in this class. Students: You will be provided with feedback in these areas in response to your assignments. However, at this point in your education, you are expected to correctly use and appropriately respect the English language. Excessive errors in spelling, punctuation, and structure will result in a failing grade for that assignment.

ACADEMIC HONESTY:

Plagiarism will not be tolerated. The first incident of plagiarism will result in a zero for that assignment and a second incident will result in a failure of the entire course. Please see section 3.01 "Student Academic Ethics Policy" in the UNI Student Handbook (available at: <https://policies.uni.edu/301>) for a detailed definition of plagiarism and a complete elaboration of the university policy on academic ethics.

HELP:

Contact The UNI Writing Center for free, one-on-one help with your assignments: (319)273-2361. The

writing coaches can work with you over email. And they can help at any stage of the writing process—including proofreading! (But they won't proofread for you. So don't ask them.)

EVALUATION METHODS:

There are nine assignments in this course which add up to 1650 points available. Final grades will be based upon percentage of those possible points earned. Assignments will be graded based upon how skillfully the student applies the information in the associated readings and videos. Individual assignments are weighted by the number of points they are worth. For example, a 200-point assignment has more influence on the student's final grade than a 50-point assignment. Students will receive individual feedback on each of their assignments within one week of submission. Please note: UNI Guided Independent Study requires students to submit all assignments and complete all exams to receive a grade in the course.

Grading Scale:

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|----|---------------|----|---------------|
| A | 94% and above | D+ | 68-69% |
| A- | 90-93% | D | 64-67% |
| B+ | 88-89% | D- | 60-63% |
| B | 84-87% | | |
| B- | 80-83% | F | 59% and below |
| C+ | 78-79% | | |
| C | 74-77% | | |
| C- | 70-73% | | |

TECHNICAL SUPPORT:

If you experience any technical problems, do not contact the instructor. Please contact the Office of Continuing and Distance Education at 319-273-7740 or cesp-consult@uni.edu. Support hours are available Monday – Thursday 8am – 9pm and Friday 8am – 5pm.