

Spring 1-15-2015

ENG 3005-001: Technical Communication

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English 3005: Technical Communication Spring 2015 | (3 credits)

Instructor: Dr. Terri Fredrick
Office: Coleman Hall 3070
Email: tafredrick@eiu.edu (whenever possible, use D2L email)
Office hours: Tues 9:30–10:30, 12:30–1:30
Thurs 9:00–10:30, 12:30–1:30, 3:15–3:45
Monday or Wednesday by appointment

Instructional Objectives

English 3005 focuses on communication (written, oral, and visual) created in professional settings. Particular emphasis is placed on adapting communication to specific audiences and purposes. In addition to teaching new content material, this course is designed to be a professionalizing experience. For this reason, skills such as collaboration, technology use, and independent management of deadlines and policies make up an important part of the course. Specifically, by the end of the semester, you will be asked to demonstrate the following primary objectives:

- **Adapt common genres of technical communication (proposals, progress reports, reports, instructions, etc) to specific audiences, purposes, contexts, and media**
- Critically read and analyze information addressed to readers of differing technical levels
- Use effective collaborative strategies to create a positive work environment and high-quality projects
- Implement basic principles of effective document design to create professional, easy-to-use projects, including quantitative displays of information
- Use revision and editing to improve your own and others' writing
- Write clear, correct sentences

You will also be asked to demonstrate the following secondary objectives:

- Demonstrate awareness of your own ability to successfully approach, adapt to, and complete new (previously untried) communication situations
- Successfully balance multiple projects and deadlines

Required Materials

- Markel, Mike. *Technical Communication*, 9th edition
- Readings available via D2L

Course Requirements

Text Analysis: You will choose, read, and analyze a discipline-specific article. You will write a memo discussing the document's audience, purpose, and context as well as the techniques used by the writer(s). In a follow-up assignment, you will analyze a data display.

Definitions/Descriptions: You will select a discipline-specific concept or piece of equipment and create an extended definition of that term using multiple definition techniques.

Design project: You will create a data display of charts, graphs, and tables to represent information most effectively for a target audience.

Instructions: In groups, you will create and/or revise a set of instructions. You will develop and conduct usability testing on those instructions, leading to further revisions.

EIU sustainability project: Throughout the semester, you will work individually and in groups to develop and carry out a project that will present information about EIU's sustainability work to a public audience. As part of your project, you will create individual documents such as a proposal and progress report. You will also co-write a proposal, recommendation report, and presentation with three to four classmates.

Homework/In-class Activities: Most reading assignments will include a written component. The written component may be reading questions, a group discussion on D2L, or a brief application. In each instance, the homework must be completed prior to class time (even if you do not attend class) in order to receive credit. You will also complete several small cases and activities during class that apply the concepts we are studying. Note: If class discussions or homework results indicate that students are not reading effectively, I will incorporate quizzes as well, but no one wants that.

Assessment

Assignments will be graded holistically on content, organization, expression, and correctness as adapted to the audience and context for which you are writing. Each assignment will include specific assessment criteria.

Assignment	% grade
Homework/In-class work	15
Definitions/Description report	10
Text Analysis	10
Instructions	10
Design Project	10
Local global project	45
(Ind) Proposal	10
(Ind) Progress report	5
(Grp) Project/Completion report	15
(Grp) Presentation	5
(Ind) Contributions to group	10

Note: I reserve the right to make additions and alterations to this assessment breakdown should the need arise. Students will be informed in class and in writing prior to any changes being made.

Contacting me:

You can reach me in one of several ways:

- **D2L email:** This is my preferred method of contact for relatively simple questions or concerns. Use the email tool in D2L to search for my name, Terri Fredrick (not Terri Student Fredrick). A separate pop-up window will open for the email.
- **EIU email:** tafredrick@eiu.edu
- **Office Location:** 3070 Coleman. A face-to-face meeting is best for addressing complex questions or concerns; you should also schedule a face-to-face meeting if you would like me to review a draft before submission.
- **Text message:** (217) 714-6028. Please contact me via text only when your question is time sensitive. Identify yourself by name in your text, even if you have texted me before. Text only between the hours of 7 am-9pm. Think carefully before texting me over the weekend because I'm probably going to give you side-eye.

It is my policy to respond to email messages within 24 hours on business days. (If you email me on a Friday late afternoon, you might not receive a response until Monday morning.) If you have not received a response to an email within that 24-hour window, you have my permission to contact me again by email or text.

Attendance:

According to the *Secretary's Commission on Achieving Necessary Skills* published by the Department of Labor, the number one reason employers cite for firing young, post-collegiate employees is absence and tardiness. Please plan to use this course to practice the professional skill of prompt attendance.

- You may use up to four days of vacation and sick time. Each additional absence will reduce your grade by 2%.
- Missing a class that has been designated a "team meeting" will result in the penalty established by the team in its contract for missed meetings.
- If you must miss a class, you are still responsible for completing homework activities, meeting assignment deadlines, and completing in-class writing assignments. Submit assignments via the D2L email or dropbox, as appropriate.
- Some activities, such as submitting drafts and peer reviewing others' work, can impact the grade on an assignment. You should arrange alternate methods for submitting such work when you must be absent.
- If you want to know what you missed in class, talk to a classmate. Assignment sheets and most handouts will be available on D2L.

Deadlines

Due dates for homework and assignments are listed on the course syllabus.

- Unless otherwise indicated, homework assignments (on D2L) must be completed prior to the start of class. In some cases, homework questions will be set to deactivate at 2 pm on class days.

- Drafts must be submitted by the beginning of class time on the date listed. Late drafts will not be accepted under any circumstances. Alternative submission methods are possible in the event you must miss class on the day a draft is due.
- Unless otherwise noted, major assignments listed in bold on the syllabus must be submitted by 11:59 pm on the date listed. Late projects will be docked 5% or 2 points (whichever is greater) each day until they are turned in.

Expected Conduct

This class focuses on communicating in professional settings. As in a workplace setting, we have a code of conduct. In addition to your vacation/sick time, note the following course policies:

- Class correspondence (i.e., emails you send to someone in the class, including me) should be written professionally and according to the expectations of the business world. Expect to receive feedback from me on the style, content, and organization of your emails.
- You are expected to convert your documents as necessary to be able to work on them in class. I will give you advice and out-of-class assistance at your request, but I expect you to have a basic understanding of word processing and/or the willingness to spend time out of class learning features of software programs that will improve the appearance of your documents.
- Keep copies of all the work you produce for this class. Don't delete files once you've turned in an assignment.
- Class time is for doing work related to the course. Limit your use of email, the Internet, cell phones, etc. to course-related work during class time.
- All major assignments listed on the syllabus must be completed in order to pass the course.
- Academic integrity—Students are expected to maintain principles of academic integrity and conduct as defined in EIU's [Code of Conduct](#). Violations will be reported to the Office of Student Standards. If you are in doubt of the appropriate way to identify your source, check with me before turning in the assignment.

Writing Intensive Course

Any individually written assignment of 750 words or more may be submitted to the [Electronic Writing Portfolio \(EWP\)](#). If you choose to submit an assignment from this class to the EWP, you must do so **by Thursday, April 30**.

Information for Students with Disabilities

Most accommodations may be easily met in this class. If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the [Office of Student Disability Services \(OSDS\)](#). All accommodations must be approved through OSDS. Please stop by Ninth Street Hall, Room 2006, or call (217) 581-6583 to make an appointment.

The Student Success Center / Writing Center

Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. [The Student Success Center](#) provides individualized consultations. To make an appointment, call (217) 581-6696, or go to Ninth Street Hall, Room 1302.

Students who would like assistance with writing assignments from this or any other course may go to the [Writing Center](#). The Writing Center works with students from all disciplines, majors, and academic backgrounds at any stage of the writing process. To make an appointment, call (217) 581-5929, or go to Coleman Hall, Room 3110.

ENG 3005: Technical Communication

Daily Syllabus

DATE	DUE	IN-CLASS ACTIVITY
Jan 13	Due: Orientation activities	Introduction to course, mutual expectations
Jan 15	Read: Module 1 readings Complete: Module 1 homework activity	Discuss PW principles; audience/purpose/context; balancing exigencies and guidelines
Jan 20	Read: Fielden & Dulek (Module 1) Complete: Module 1 homework activity (part 2)	Applying PW principles
Jan 22	Read: Module 2 readings Complete: Module 2 homework activity	Discuss / analyze articles; features of persuasive communication Assign article analysis assignment
Jan 27	Read: Selected article Complete: Summary of selected article	Discuss analysis; reading strategies Complete audience profile (article)
Jan 29	Read: Module 2 memo writing resources Complete: Article analysis worksheet	Discuss memo format Complete audience profile (Dr F)
Feb 03	Submit: Article analysis Read: Module 3 readings Complete: Module 3 homework activity	Discuss definitions/descriptions Assign definition report
Feb 05	Complete: Audience profile (definition)	Develop plan for definition report
Feb 10	Complete: Draft of definition report	Peer / self review of definition report
Feb 12	Submit: Definition report Complete: 300-words on environmental activism at EIU (Module 4)	Meeting with Mr. Ryan Siegel to discuss sustainability project
Feb 17	Read: Module 5 readings Complete: Module 5 homework activity; Three ideas for sustainability project (Module 4)	Discuss proposals Develop project ideas (p. 115, 1 st 3 steps)

Feb 19	Complete: proposal draft	Peer / self review of proposal
Feb 24	Submit: Proposal Read: Module 6 readings (part 1) Complete: Module 6 homework activity	Discuss document design
Feb 26	Read: Module 6 readings (part 2) Complete: Module 6 homework activity	Discuss progress reports Activity: Team meetings
Mar 03	Read: Module 7 readings Complete: Module 7 homework activity	Discuss collaboration Form sustainability teams
Mar 05	Complete (11:59 pm): Revised group proposal; team contract	Team meeting
Mar 10	Complete: Draft of data displays	Peer/self review of data displays Team meeting
Mar 12	Submit: Data displays assignment Read: Module 4 progress report resources Complete: Module 4 homework activity	Discuss progress reports Team meeting
Spring Break		
Mar 24	Submit: Progress report (A) <i>Optional: revision of article analysis or definition report</i>	
Mar 26		
Mar 31		
Apr 02		
Apr 07		
Apr 09		
Apr 14		
Apr 16		
Apr 21		

Apr 23

Apr 28

Apr 30

FINAL Thursday, April 7, 10:15–12:15
