ENG 4760 600: Special Topics in Professional Writing

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ENG 4760 Studies in Professional Writing: Accessibility

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Course Catalog Description: (3-0-3) Focused study of professional writing, designed to enhance understanding of workplace writing and provide experience in producing it. Topic will vary semester to semester. May be repeated once for credit. WC

Learning Objectives:
1. Use effective professional communication strategies to create accessible materials and high-quality projects (CT 1/ SL 2–3, 7/ RC 1–2, 4/ Graduate: 3–4)
2. Demonstrate understanding of principles of and research on professional communication and accessibility (CT /QR 4–5 /Graduate: 1)
3. Use communication and collaboration strategies to solve hypothetical and real workplace problems (i.e., critical thinking and problem solving) (CT/WR/SL/Graduate: 2–3)
4. Adapt general professional communication principles (related to content, organization, tone, and design) to specific audiences, purposes, and contexts (CT/WR/SL/RC /Graduate: 3)
5. Use revision and editing to improve your own and others’ writing (WR/Graduate: 3)

Required Texts:
A Web for Everyone: Designing Accessible User Experiences by Sarah Horton and Whitney Quesenbery
Don't Make Me Think Revisited: A Common Sense Guide to Web and Mobile Usability by Steve Krug
Rhetorical Accessibility: At the Intersection of Technical Communication and Disability Studies by Lisa Meloncon

Course Requirements:
In this class, you will complete a number of writing assignments of various genres, including one client project. Writing assignments will be posted under "Content" in D2L at least several days prior to the due dates. The Case Project will be a group project that can be completed online. Students may meet in person at times for the group case project, but the project can be completed through online communication. You will also complete discussion posts, assignment drafts, and peer responses that will be a significant portion of your "Daily Work" grade. Assigned reading will be vital to successful completion of course assignments and posts, so do keep up with the reading schedule. Finally, you will complete a final project at the end of the semester that uses a self-analysis and revised writing assignments from the class to demonstrate your success at attaining the course learning objectives. Students must complete all Writing Assignments, the Group Case Project, and the Final Project to be eligible to pass the course.

Daily Work & Participation: There will be a substantial amount of online daily work through D2L (such as peer responses as well as class and online discussion posts) during the semester. These activities will receive grades. Read the directions for each discussion post closely so that you don't miss any aspects
of the assignment. Dr. Binns will assign peer responses. More details for each discussion topic, such as specific discussion questions, will be posted with instructions from Dr. Binns on the Discussion Board. Students must follow the EIU Netiquette guidelines that are posted under "Content" in D2L.

**Grading:**
The percentage breakdown for graded work is as follows:

- **Daily Work & Participation** 20%
- **Case Project** 20%
- **Writing Projects** 30%
- **Final Project** 30%

**Grading Scale**
- A = 90% to 100%
- B = 80% to 89%
- C = 70% to 79%
- D = 60% to 70%
- F = 59% and below

**Deadlines:** Due dates for D2L posts, writing assignments, and the final portfolio are listed on the course calendar in the syllabus. Discussion posts, drafts, peer responses, writing assignments, and the final portfolio should be submitted by the 11:59 p.m. on the dates listed on the syllabus. Late penalties are discussed below under "Late Work."

**Late Work:** Late work that is not excused by Dr. Binns (due to extenuating circumstances only) will be penalized by 10% of the maximum possible points for each day it is. To avoid the penalty, contact Dr. Binns as soon as possible if you feel you have a serious reason for turning in late work.

**Contacting Dr. Binns:** You may contact Dr. Binns through e-mail (djbinns@eiu.edu) or arrange an appointment. **E-mail Dr. Binns directly through Panthermail rather than trying to e-mail through D2L.** Generally, you should receive a response to e-mails within forty-eight hours if you send them through Panthermail. Dr. Binns will contact all students through their officially provided EIU e-mail addresses only. Online conferences can be arranged through Skype (Skype can be downloaded for a variety of devices here [www.skype.com/download-skype](http://www.skype.com/download-skype)). Students living within commuting distance to Charleston, IL, may arrange in-person conferences with Dr. Binns in her office (3851 Coleman Hall) or stop by during her office hours.

**Graduate Students:** Graduate Students will be required to complete three response papers during the course of the semester. Response papers will be due to professional writing journal articles (selected by the student) related to our course topic as well as their interests. Contact Dr. Binns to arrange a schedule for completing these response papers.
Writing Center:
Many EIU instructors will encourage you to use EIU’s Writing Center located at 3110 Coleman Hall. This free service provides one-to-one conferences with writing consultants who can help you with brainstorming, organizing, developing support, documenting, and revising your papers. The Writing Center is open to work with any student from any major at any stage of his or her writing process, and its system of one-to-one conferences demonstrates value and respect for individual writers, all of whom can benefit from feedback about their works in progress.

To schedule an appointment, you can drop by the Writing Center (3110 Coleman Hall), or you can call 581-5929. Skype conferences are also available. If you visit, bring your work in progress (including a copy of the assignment) and an idea of what you would like to work on—planning, prewriting, organization, support, documentation, editing, etc. Please check the Writing Center Website at [www.eiu.edu/~writing/] for more information.

Plagiarism: Students are expected to maintain principles of academic integrity and conduct as defined in EIU’s Code of Conduct (http://www.eiu.edu/judicial/studentconductcode.php). Violations will be reported to the Office of Student Standards. In accordance with English Department and University policies, “Any teacher who discovers an act of plagiarism—‘The appropriation or imitation of the language, ideas, and/or thoughts of another author, and representation as one’s original work’ (Random House Dictionary of the English Language)—has the right and responsibility to impose upon the guilty student an appropriate penalty up to and including immediate assignment of the grade of F for the assigned essay and a grade of F for the course.”

The best argument against plagiarism is that you cheat yourself out of the education you are here to obtain when you copy someone else’s work. If you believe that a specific instance in your writing might constitute plagiarism, please consult me prior to turning in the final draft.

D2L Assistance: If you need assistance with D2L, call D2L Support toll free at 1-877-325-7781. Support is available 24 hours a day, seven days a week. Email and Chat options are also available on the "My Home" page after logging in to D2L. Other D2L resources including a D2L Orientation course for students are available on the same page. For technical questions regarding other software, hardware, network issues, EIU NetID/password, or Panthermail, contact the ITS Helpdesk at 217-581-4357 during regular business hours or submit a help ticket at https://techsupport.eiu.edu/. If you have a question regarding course content, contact your instructor.

Students with Disabilities: 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: Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center (www.eiu.edu/~success) for assistance.
ENG 4760 Online: Course Calendar (Fall 2017)

The due dates and assignments listed on this calendar are subject to change at the professor's discretion. Reading and writing assignments, discussion posts, drafts, peer responses, and the final project are due by 11:59 p.m. on the dates listed on this calendar. Reading assignments are from our textbooks unless otherwise indicated. Discussion posts, assignment drafts, and peer responses will be due to our discussion board (under "Communication") on D2L. Writing assignments and the final portfolio will be due to our course Dropbox (under "Assessment") on D2L. The Case Project materials will be submitted to Dr. Binns through Panthermail.

8-21 Discussion #1 Post Due
8-23 Discussion #2 Due; A Web for Everyone: Designing Accessible User Experiences Chapters 1-2
8-25 Read at least 3 Video Game Accessibility Reviews at http://www.unstoppablegamer.com/
8-28 Discussion #3 Due; Review all accessibility guidelines at https://www.includification.com/
8-30 A Web for Everyone: Designing Accessible User Experiences Chapters 3-4
9-1 Discussion #4 Due; A Web for Everyone: Designing Accessible User Experiences Chapters 5-6

9-6 Discussion #5 Due; A Web for Everyone: Designing Accessible User Experiences Chapters 7-9
9-8 Work on Draft of Writing Project #1: Video Game Accessibility Review

9-11 Draft of Writing Project #1: Video Game Accessibility Review Due to Discussion Board for Peer Response
9-13 Writing Project #1 Peer Responses Due to D2L Discussion Board
9-15 Writing Project #1 Due to D2L Dropbox

9-18 A Web for Everyone: Designing Accessible User Experiences Chapters 10-12
9-20 Don't Make Me Think Revisited Introduction & Chapters 1-2; Successful Writing at Work Chapter 8 (D2L)
9-22 Discussion #6 Due; Don't Make Me Think Revisited Chapters 3-5

9-25 Don't Make Me Think Revisited Chapters 6-7
9-27 Discussion #7 Due; Don't Make Me Think Revisited Chapters 8-9
9-29 Technical Communication Chapter 13 (D2L); Work on Writing Assignment #2: Website Accessibility Report

10-2 Draft of Writing Project #2: Website Accessibility Report Due for Peer Response to D2L Discussion Board
10-4 Writing Project #2: Website Accessibility Report Peer Responses Due to D2L Discussion Board
10-6 Writing Project #2: Due to D2L Dropbox
10-9  *Don't Make Me Think Revisited* Chapters 10-11
10-11 *Don't Make Me Think Revisited* Chapters 12-13; Discussion #8 Due
10-13 FALL BREAK

10-16 *Social Media Communication* Chapter 1 (D2L)
10-18 *Rhetorical Accessibility* Chapters 1-2
10-20 Work on **Writing Project #3: Social Media Accessibility Report**

10-23 Draft of **Writing Project #3: Social Media Accessibility Report** Due for Peer Response to Discussion Board
10-25 **Writing Project #3: Social Media Accessibility Report** Peer Responses Due to Discussion Board
10-27 **Writing Project #3: Social Media Accessibility Report** Due to D2L Dropbox

10-23 *Rhetorical Accessibility* Chapters 4 & 8
10-25 Discussion #9 Due; *Rhetorical Accessibility* Chapters 9-10
10-27 Work on Case Project with Assigned Group

10-30 *Technical Communication* Chapter 4; Work on Case Project
11-1 Reading TBA; Work on Case Project
11-3 Discussion #10 Due; Work on Case Project

11-6 Reading TBA; Work on Case Project
11-8 Work on **Case Project** Draft
11-10 Revise **Case Project** Draft

11-13 Revise **Case Project** Draft
11-15 Edit **Case Project** Draft
11-17 **Case Project** Due to Dr. Binns through Panthermail from ALL GROUP MEMBERS

Week of 11-20: **BREAK**

11-27 TBA
11-29 TBA
12-1 TBA

12-4 Work on **Final Project**
12-6 Work on **Final Project**
12-8 **Final Project** Due to D2L Dropbox