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# ENG 4760-001: Studies in Prof Writing

Donna Binns

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**English 4760 Studies in Professional Writing: Accessibility**  
**(Section 001; 3120 Coleman Hall; 3 CH)**

Professor: Dr. Donna Binns

Office: 3851 Coleman Hall

Office Hours: TR 2:15 p.m.--3:15 p.m.; Wednesdays 1:00 p.m.--3:00 p.m.

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English Department Phone Number: 217-581-2428

**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

*Writing for the Internet: A Guide to Real Communication in Virtual Space* by Craig Baehr and Bob Schaller

**Course Requirements:**

**Reading:** We will discuss reading assignments on the day they are listed on the course calendar. Set aside enough time to read, analyze, think about, and re-read if necessary each assignment. Look up unfamiliar words before coming to class. Prepare yourself to contribute to class and group discussions. I will add some reading assignments on D2L later in the semester based on the needs of the client project as well as any areas where more information would be generally helpful to you going forward.

**Writing:** Students must complete the final portfolio and all writing projects in order to be eligible to pass this course. In-class activities will also be assigned as part of our daily work. In-class writing, peer responses, and group work must be completed during the allotted time in class, so promptness and consistent attendance are crucial. Writing assignments, including response papers, must be turned in to

the appropriate D2L Dropbox (under "Assessment") by the assigned date and time to avoid a late penalty. Drafts for peer responses are due at the beginning of class.

*Daily Work & Participation:* In addition to in-class writing activities, there will be a substantial amount of daily work (such as response papers, peer responses, short written responses, and group work) during the semester. Class participation also factors into the overall daily work grade. Each week, I assign a participation grade worth a maximum of five points. Disruptive students will also be required to leave class and marked absent. Failure to participate in class activities or bring course materials, exhibition of distracting behavior such as checking e-mail, using a phone or social media, etc. during class, or excessive tardiness will also result in a loss of some or all of the weekly participation points at my discretion and may result in an absence if I believe the behavior constitutes a distraction for others. **It is the student's responsibility to insure that all work is turned in promptly.**

**Attendance:** Because group work, client work, and peer response are important components of this course, attendance is vital. Four unexcused absences will be tolerated; the fifth absence will lower your course grade by one letter; the sixth will lower your course grade by two letters; and the seventh will result in failing the course. Anyone arriving at class more than fifteen minutes late or leaving before the instructor dismisses class will be counted absent. Missing one class does not excuse you for failing to prepare for the next. Absent students will be responsible for finding out what material was covered and what assignments were made in class. For an absence to be excused, bring proper verification (written documentation approved by me) for illness or emergency.

**Grading:**

The percentage breakdown for graded work is as follows:

Daily Work & Participation	20%
Client Project	20%
Writing Projects	20%
Final Portfolio	40%

Grading Scale

A= 90% to 100%

B= 80% to 89%

C= 70% to 79%

D= 60% to 69%

F= 0% to 59%

**Late Work:** Late work that is not excused before its due date will be penalized by 10% of the maximum possible points for each day it is late (excluding weekend days). All assignments must be completed within one week of the original due date. Drafts for peer response are due at the beginning of class on the assigned peer response day for that assignment.

**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. When 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/](http://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.

**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](http://www.eiu.edu/~success)) for assistance with time management, text 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 9th Street Hall, Room 1302.

**ENG 4760: Course Calendar (Spring 2016)**  
**3:30 p.m.--4:45 p.m. TR**

This schedule is subject to additions and changes at my discretion. Assignments are due on the date that they are listed on the schedule. Response papers should discuss the assigned reading for that class day unless otherwise specified.

- 1-12 Course Introduction
- 1-14 *A Web for Everyone: Designing Accessible User Experiences* Chapters 1-3
- 1-19 *A Web for Everyone: Designing Accessible User Experiences* Chapters 4-6; Response Paper #1 Due to Chapters 1-6 of *A Web for Everyone: Designing Accessible User Experiences*
- 1-21 *A Web for Everyone: Designing Accessible User Experiences* Chapters 7-9
- 1-26 Draft of **Writing Project #1: Rhetorical Analysis of Accessibility Review** Due for Peer Response
- 1-28 **Writing Project #1 Due**; *A Web for Everyone: Designing Accessible User Experiences* Chapters 10-12
- 2-2 *Don't Make Me Think Revisited* Introduction & Chapters 1-5; Response Paper #2 Due
- 2-4 *Don't Make Me Think Revisited* Chapters 6-9
- 2-9 *Rhetorical Accessibility* Chapters 1, 2, & 4; Response Paper #3 Due
- 2-11 *Rhetorical Accessibility* Chapters 8 & 10; *Writing for the Internet* Chapters 7-9
- 2-16 Draft of **Writing Project #2: Website Accessibility Report** Due for Peer Response
- 2-18 **Writing Project #2 Due**; *Writing for the Internet* Chapters 10-11
- 2-23 *Writing for the Internet* Chapters 12-14
- 2-25 *Don't Make Me Think Revisited* Chapters 10-11; Response Paper #4 Due
- 3-1 *Don't Make Me Think Revisited* Chapters 12-13
- 3-3 Class Meets with Dr. Kory and Writing Consultants about Client Project
- 3-8 Draft of **Writing Project #3: Social Media Accessibility Report** Due for Peer Response
- 3-10 **Writing Project #3 Due**; Work on Client Project Proposal in Groups
- 3-22 Reading TBA; Work on Client Project Proposal (Groups)
- 3-24 **Client Project Proposal Due** to Dr. Binns & Dr. Kory
- 3-29 Groups Meet with Dr. Kory & Writing Consultants about Client Project Proposals; Work on Client Project
- 3-31 Groups Meet with Dr. Kory & Writing Consultants about Client Project Proposals; Work on Client Project

- 4-5 Reading TBA; Work on Revising Client Project Proposal & Client Project
- 4-7 Reading TBA; **Revised Client Project Proposal Due** to Dr. Binns & Dr. Kory
  
- 4-12 Reading TBA; Work on Client Project
- 4-14 **Client Project Progress Report Due**
  
- 4-19 Work on Client Project
- 4-21 Work on Client Project
  
- 4-26 **Client Project Report Due**; Client Project Oral Presentations
- 4-28 **Portfolio Due**; Client Project Oral Presentations