Fall 8-15-2021

ENG 4760Z-600: Special Topics in Professional Writing

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ENG 4760Z-600 Studies in Professional Writing: Accessibility (3 Credit Hours)

Professor: Dr. Donna Binns
Online "Office" Hours: Mondays 5:00 pm—7:00 pm; Wednesdays & Thursdays 5:00 pm—6:00 pm. Schedule Zoom conferences with Dr. Binns well in advance.
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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

Course Requirements: In this class, you will complete writing assignments of various genres, including one client or case project. 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 involves 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 Case or Client Project, and the Final Project to be eligible to pass the course. The writing assignments serve, in part, as your opportunity to show what you have learned from assigned chapters and discussions. **Make certain that you read the "News" messages from Dr. Binns**. They may include reminders for upcoming assignments, schedule changes, if needed, and/or other relevant class news.

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 (see rubrics available under "Content"). These activities will take place on our D2L Discussion Board. Read the directions for each discussion

post closely so that you don't miss any aspects of the assignment. Some posts require responding to peers, so there may be more than one step to complete. Dr. Binns will assign the drafts you review for 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 or Client 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." The schedule is tentative because we may need to adjust to our client's needs. The client project may overlap with other course work, but these circumstances can happen in workplaces.

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.

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**. The voice recognition software Dr. Binns uses is not compatible with the D2L e-mail system. Panthermail tends to be more reliable, also. Dr. Binns will contact students through their officially provided EIU e-mail addresses through Panthermail.

Graduate Students: Graduate Students will be required to complete three response papers during 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 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. See the Writing Center Website <http://castle.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 1-877-325-7778. 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 McAfee 1210 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 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 McAfee 1301.

ENG 4760 Online: Course Calendar (Fall 2021)

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. Keep up with reading assignments. Although I do not give quizzes, you should use reading assignments in our writing assignments and discussion posts.

8-23   Discussion #1 Post Due
8-25   Discussion # 1 Part 2 Due; *A Web for Everyone: Designing Accessible User Experiences*
          Chapters 1-2
8-27   Read at least 3 Video Game Accessibility Reviews at https://dagersystem.com/review/; Who
Better to Review a Game for Accessibility Than a Disabled Gamer? | Digital Trends

AND/OR Can I Play That? - For Disabled Gamers, By Disabled Gamers

8-30   Discussion #2 Due; Review video game accessibility guidelines at
http://gameaccessibilityguidelines.com/ and https://accessible.games/accessible-player-experiences/
9-1   *A Web for Everyone: Designing Accessible User Experiences* Chapters 3-4
9-3   Discussion #3 Due; *A Web for Everyone: Designing Accessible User Experiences*
          Chapters 5-6

9-6   Labor Day No Classes
9-8   Discussion #4 Due; *A Web for Everyone: Designing Accessible User Experiences* Chapters 7-9
9-10   Work on Draft of **Writing Project #1: Video Game Accessibility Review**

9-13   Draft of **Writing Project #1: Video Game Accessibility Review** Due to Discussion Board for
          Peer Responses
9-15   **Writing Project #1: Video Game Accessibility Review** Assigned Peer Responses Due to D2L
          Discussion Board
9-17   **Writing Project #1 Due: Video Game Accessibility Review** due to D2L Dropbox by 11:59 pm

9-20   *A Web for Everyone: Designing Accessible User Experiences* Chapters 10-12
9-22   *Don't Make Me Think Revisited* Introduction & Chapters 1-2; *Successful Writing at Work* Chapter
          8 (D2L)
9-24   Discussion #5 Due; *Don't Make Me Think Revisited* Chapters 3-5

9-27   Discussion #5 Due Part 2 *Don't Make Me Think Revisited* Chapters 6-7
9-29   Discussion #6 Due; *Don't Make Me Think Revisited* Chapters 8-9
10-1   *Technical Communication* Chapter 13 (D2L); Work on **Writing Assignment #2: Website
          Accessibility Report**

10-4   Draft of **Writing Project #2: Website Accessibility Report** Due for Peer Response to D2L Discussion Board

10-6   **Writing Project #2: Website Accessibility Report** Peer Responses Due to D2L Discussion Board

10-8   **Writing Project #2: Website Accessibility Report d**ue to D2L Dropbox by 11:59 pm

10-11   *Don't Make Me Think Revisited* Chapters 10-11

10-13   Discussion #7 Due; *Don't Make Me Think Revisited* Chapters 12-13

10-15   FALL BREAK NO CLASSES

10-18   *Social Media Communication* Chapter 1 (D2L)

10-20   Discussion #8 Due; *Rhetorical Accessibility* Chapters 1-2 Discussion #9 Due

10-22   Discussion #8 Part II Due; *Rhetorical Accessibility* Chapters 4, & 8

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

10-27   **Writing Project #3: Social Media Accessibility Report** Peer Responses Due to Discussion Board

10-29   **Writing Project #3: Social Media Accessibility Report** Due to D2L Dropbox by 11:59 pm

11-1   Reading TBA; Work on Finding Case Project Forms to Revise

11-3   Discussion #9 Part 1 due to D2L Discussion Board by 11:59 pm

11-5   Discussion #9 Part II due to D2L Discussion Board by 11:59 pm

11-8   Reading TBA

11-10   Reading TBA

11-12   Work on **Case Project Proposal and Revised Forms**

11-15   **Case Project Proposal and Revised Forms** drafts due to D2L Discussion Board for Peer Response by 11:59 pm

11-17   **Case Project Proposal and Revised Forms** Two Assigned Peer Responses due to D2L Discussion Board by 11:59 pm

11-19   **Revised Case Project Proposal and Revised Forms** due to D2L Dropbox by 11:59 pm

11-22—11-26 Enjoy Thanksgiving Break

11-29   Work on **Final Project**

12-1   **Final Project** draft due to D2L Discussion Board for Peer Response by 11:59 pm

12-3   **Final Project** Two Assigned Peer Responses due to D2L Discussion Board by 11:59 pm

12-6   Work on Revising **Final Project**

12-8   Work on Revising **Final Project**

12-10   **Final Project** Due to D2L Dropbox by 11:59 pm