

SYLLABUS

Fall Semester 2016

Advanced Technical Writing

English 354/554, Section 1

Dr. Lynn Ludwig

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| Office: CCC 312  Office Phone: 715-346-3230  Email: [lludwig@uwsp.edu](mailto:lludwig@uwsp.edu) | Office Hours  M & W 3:00-4:00  T & TH 1:00-2:00  Email me to schedule times outside  of designated Office Hours |

*Since technology is now in our pockets, to avoid its temptations, do not use cell phones, notebooks, or laptops, except when I have given you permission to do so. I will give you ample cell phone* *breaks, so please* ***keep cell phones******in your backpacks*** *so you won’t be tempted to check them when they vibrate. Unauthorized use of technology in the classroom is unprofessional, rude, and distracting to all.*

***You are expected to come to every class, be on time, and come******prepared with an eagerness to participate****.*

**PLEASE NOTE: YOU ARE REQUIRED TO COME TO CLASS ON NOVEMBER 28th, due to the special project we will begin on that date.**

**Course Description**

In this course you will:

* examine and apply methods of audience analysis and strategies to shape effective scientific and technical communication,
* develop critical reading, thinking, and writing skills which can be applied in professional settings; and,
* practice creating professional documents, whether such writing occurs in business, industry, an office, or a lab.

**Student Learning Outcomes**

* demonstrate, in your work, an awareness of the power of language to influence readers’ thoughts and behaviors,
* employ appropriate writing strategies to respond to the needs of readers in various professional contexts; and,
* identify common components of written products found in the field of scientific and technical communication.

**Course Goals**

The overall purpose of this course is to help you improve strategies and skills that will make you a more effective scientific and technical communicator. By studying and producing scientific and technical documents, you will develop skills valued by employers.

By the end of the semester, you will:

* be familiar with the conventions of typical written scientific and technical communication
* be able to design communications that are appropriate in format and that your peers, your instructor, and others find to be clear, complete, correct, and convincing,
* understand voice and tone and revise them to make them more appropriate to a given task,
* give constructive criticism to other students and accept criticism from others; and,
* understand the importance of becoming an effective and professional communicator in today’s changing workplace.

**Required Textbook**

Rental: *Technical Communication in the Twenty-First Century,* 2nd ed., by Sidney I. Dobrin, Christopher J. Keller and Christian R. Weisser.

**Communication**

Please email me to reserve time during my office hours. If you cannot meet during my designated hours, we will work out a different time to meet. Outside of class and my office hours, my preferred method of communication is via email. We will use D2L, as well, so check **daily** for messages and postings.

**Assignments**

There will be 5 formal writing assignments, total. To avoid heavy penalties, turn in assignments on the dates due and pay special attention to the **correct** **dropbox location** in D2L. **All assignments must be turned in to D2L BEFORE class, on the day they are due, unless I indicate otherwise.**

**Participation & Attendance**

This grade percentage will evaluate your:

* class attendance (tardiness will be recorded)
* class preparation which will focus on **in-class** **participation** **quality defined, in part, as:**
  + your ability to prove **you have read and reviewed the textbook assignments** I assign in each class
  + bringing **complete drafts to class** when **due**, to work on as directed in the classroom, for each of the 5 assignments (see schedule for details)

**Grade Distribution**

**Formal Assignments 75%**

Assignment 1: 10%

Assignment 2: 10%

Assignment 3: 10%

Assignment 4: 20%

Assignment 5: 25%

**Participation & Attendance (including rough drafts) 25%**

**100%**

**Excellent writing requires work and practice, whether in college or on-the-job. I will evaluate your writing from the perspective of how well it would succeed in its goal within a professional setting, with the following guidelines showing how I will assess your work and the letter grade that goes with it:**

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| **A range** | **Yes!** Your audience would be impressed and your supervisor would remember the work when considering a promotion for you. You took extra steps to be original or creative in developing content, or developing visual or verbal style. |
| **B range** | **Well, OK…** You got the job done and the document is complete content-wise, well-organized, and shows attention to style and visual design. Your supervisor would be satisfied with the job, but not impressed, and likely would have suggestions to revise and improve the document. |
| **C range** | **Hmmm…** You finished the job and while it is complete, content-wise, and organized, your audience would have questions. Your supervisor would be disappointed and ask you to revise or rewrite sections before allowing others to see the work. |
| **D range** | **Yikes!** The document is completed, but that’s the best we can say. Your supervisor would be troubled by the poor quality of the work and would demand significant revision. |
| **F** | **Uh-oh…** Your supervisor would start looking for someone to replace you (or you committed plagiarism). |

**In addition to the synopsis above and the specific goals of each writing assignment (outlined in handouts I will give you in D2L), specific areas I will be evaluating in all of your work are as follows:**

* Reader awareness (audience)
* Goal of writing is clear (purpose)
* Language/jargon is tailored to audience/culture (context)
* Conciseness
* Use of appropriate professional document format and layout (white space, block paragraphing, bullets, use of emphasis)
* Correctness of grammar, word choice, and punctuation
* Appropriate delivery mechanism (text, email, hard copy, etc.)

**Attendance**

Plan to attend each class period. The majority of our work in class will involve our discussions, writing and analysis and working in teams to discuss content and drafts. Missing class means you will miss the input from classmates, and they will miss yours. Both are valuable and should not be neglected. You **will not pass** this course if you **miss class four or more** times. This is not a correspondence course; your participation is important for your work and that of your classmates.

**Plagiarism**

Taking credit for someone else’s work is plagiarism. It is stealing. Plagiarism is not tolerated at UWSP, and there can be serious consequences for offenses. Avoiding plagiarism does not mean you cannot use the exact words from a source, but that you must give the source credit. Stealing the work of others in professional settings most often results in termination.

**Final Exam**

FA 5 counts as the Final Exam and is due at the start of the designated exam time. Since this is the 3D Printer Project, I will give more details about what you will be turning in for the Final Exam.

**University Resources**

Take advantage of all the valuable resources at **Career Services** (<http://www.uwsp.edu/career/>) (Old Main 134, x3226). Students of all majors will benefit throughout their academic careers by using the **Tutoring-Learning Center (TLC)** (<http://www.uwsp.edu/tlc/>) (basement of the LRC, Room 018, x3568). Students (with formally diagnosed or informally suspected) learning differences may want to visit UWSP’s **Disability & Assistive Technology** Center (<http://www.uwsp.edu/special/disability/>) (LRC 609, x3365 or TTY / TTD x3362) to work with that office to develop a Request for Accommodations Form or a referral to Assistive Technology. As students of the UWSP community, academic concerns can be found at the following URL: (<http://www.uwsp.edu/dos/Pages/Academic-Concerns%20for%20Students.aspx>)

**English 354**

**Fall 2016 Semester Outline**

**Dr. Lynn Ludwig**

**Please note: All assignments are due in D2L BEFORE the start of class and all reading assignments will be given in class.**

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| **Date** | **Activities & Major Due Dates** |
| Week 1 | **Introduction to course and major assignments**  **D2L Homework (No Class Meeting due to Labor Day)** |
| Week 2 | Letters of Inquiry |
| Week 3  Sept. 19 | **Formal Assignment 1 (FA 1) DUE**  **Letter of Inquiry: Hyatt Regency Disaster Case** |
| Week 4 | Usability Emails |
| Week 5 | Usability Emails (continued) |
| Week 6  Oct. 10 | **Formal Assignment 2 (FA 2) DUE**  **Informational Email on Usability** |
| Week 7 | Internal Proposals/Memo Format |
| Week 8 | Internal Proposals/Memo Format (continued) |
| Week 9  Oct. 31 | **Formal Assignment 3 (FA 3) DUE**  **Internal Proposal (Memo Format)** |
| Week 10 | Analyzing White Papers & Presenting with .PPT Slides |
| Week 11 | Analyzing White Papers & Presenting with .PPT Slides (continued) |
| Week 12  Nov. 21 | **Formal Assignment 4 (FA 4) DUE**  **White Paper Analysis with Presentation Slides**  **Introduction to Formal Assignment 5 (FA 5): How-To Instructions for the Operation of the UWSP Flashforge Creator Pro 3D Printer** [**https://www.uwsp.edu/library/Pages/3D-Printing.aspx**](https://www3.uwsp.edu/library/Pages/3D-Printing.aspx)  **NOTE: Scheduling Link is on this web page, to reserve time with Matt and the printer**  **CLASS ATTENDANCE IS MANDATORY** |
| Week 13  Nov. 28 - Go to library, Rm. 319 | **Meet Matt Sonnenberg & the UWSP Flashforge Creator Pro 3D Printer**  Class will be held in the library, Rm. 319 (3rd floor-his office is behind help desk)  **CLASS ATTENDANCE IS MANDATORY** |
| Week 14 | 3D Printer Project Work |
| Week 15 | 3D Printer Project Work (continued) |
| Week 16 | **Graduate Student Presentations**  3D Printer Project Work (contined) |
| Final Exam  **Dec. 21, 5:00 p.m.** | **Formal Assignment 5 (FA 5) DUE at start of Final Exam time, no later than:**  **5:00 p.m.** |