

ENGL 2212: PROFESSIONAL COMMUNICATION

Instructor: Julia Jasken
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Writing Center, 9:10-10:10
FALL 2005

Office Hours: T 1-3, TH 11-1
or by appt.
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Materials

- Alred, Gerald, Charles Brusaw, and Walter Oliu. *Handbook of Technical Writing*. 7th Ed. New York: St. Martin's Press, 2003.
- Williams, Robin. *The Non-Designer's Design Book: Design and Typographic Principles for the Novice*. 2nd ed. Berkeley, CA: Peachpit Press, 2004.
- Miner, Lynn, Jeremy T. Miner, and Jerry Griffith. *Proposal Planning & Writing*. 3rd Ed. Westport, CT: Oryx Press, 2003.
- USB Flash Drive 128mb min., headphones

About this course

We will be working on a number of exciting projects in this course that are designed to give you an opportunity to think critically about communication in the workplace and gain experience with a variety of workplace genres. To give you the most useful experience possible, this course asks you to focus on real audiences in real communicative settings. It also is designed to give you experience with various software programs you will likely encounter in professional communication settings.

Attendance

Because participation is incredibly important in a course such as this, you are allowed two unexcused absences throughout the term without penalty. **Each additional absence, unless it has been cleared with me *in advance*, will cost you 10 points off your attendance score.** As you can see from the grading breakdown, unexcused absences will decrease your grade quite substantially. **Even if you absence is excused, you are responsible for handing in assignments the day they are due.** You are also responsible for finding out what was covered in class that day.

CLASS IS **NOT** OPTIONAL ON DAYS DESIGNATED FOR WORKSHOPPING.

Participation and Professional Demeanor

The success of this class depends on our ability to serve as resources for one another. Because of the collaborative nature of this course, you will be receiving a separate participation grade. This grade will be determined by the quality of feedback you give to your peers and your participation in class discussions, as well as by a number of in-class responses and smaller assignments. Because the focus of this class is professional communication, you will also be graded on your professionalism, which includes meeting deadlines, engaging others in a collegial fashion, etc.

Plagiarism

Plagiarism is not acceptable. Using another person's ideas, words, research, or sentence patterns—whether from written sources, computer programs, or the internet—without proper citation or acknowledgement, even for only two or three words—is plagiarism. If there is any question, it is best to use quotation marks and provide a citation. (Excerpted from the "Honor Code" Office of Student Affairs, McDaniel College, 2001)

Arriving Late to Class

Please, please, please arrive to class on time. When you arrive late, you miss valuable introductory announcements and explanations, which makes your teacher very unhappy. Excessive lateness will negatively affect your participation and attendance scores.

Technology Issues

Given the networked nature of the classroom environment, it may be tempting to “multitask” while you are at your computer. (For example, you might be tempted to check e-mail or to instant message a friend during class discussion.) However, I would ask that you refrain from doing this, even if you have finished a particular assignment and are waiting for the class to come back together as a group. Multitasking in this way removes the focus from the important work of the classroom and sends the message that you are not fully engaged in the work of the course.

Major Assignments...

Section 1: The Job Search

The semester begins with a section designed to help you prepare yourselves for the job search. In this section, you will research professional organizations in your field, gain exposure to online job search engines, and learn strategies for gearing a letter of application to a particular job. This section will end with a guest lecturer from Career Services, who will discuss strategies for successful interviewing.

Section 2: Design in Professional Contexts

This section is designed to help you learn the rhetorical elements that underpin the basic design conventions important to the production of professional publicity materials. Each class member will develop a flyer for a lecture on campus that utilizes the design and typography conventions found in Robin Williams' *NonDesigner's Design* book. At the end of this section, students will vote to determine which flyer should be used to advertise the lecture.

Section 3: Visualizing Data

This section asks you to translate numerical data into visual formats and gives you experience with the conventions surrounding the production of charts, graphs, tables, organizational charts, and diagrams. We will also discuss the challenging ethical choices that arise when translating data into visual formats.

Section 4: Grant Writing

Increasingly, companies are looking for employees who understand the complex processes involved in researching and writing fund-generating grants. This section will demystify the grant writing process by asking you to develop a grant proposal designed to enhance the McDaniel College experience for students on campus. Grants can be written in one of three areas: diversity, community involvement, and academic excellence.

Section 5: McDaniel Video

Probably the most challenging (and hopefully most enjoyable!) parts of the semester, this final project asks you to develop a video project that in some way addresses life at McDaniel College; you may either choose to produce a video that explains to a group of prospective students why they should choose to attend McDaniel College, or one that explains to the college provost a specific campus problem that merits his concern. Although these videos will be produced in Powerpoint, they will move far beyond those painfully dull and lifeless slides we typically associate with the use of Powerpoint in the business world. You will be incorporating movement and sound (e.g., music, voiceovers) into your videos as well as demonstrating mastery of visual conventions learned earlier in the semester. In the process of producing this video, you will also gain experience writing common workplace genres such as progress and project reports.

Grading*

* All assignments must be turned in to receive a passing grade.

POINT BREAKDOWNS

<u>Section One: The Job Search</u>		50 pts.
Professional Organization Memo	10	
Resume (drafts one and two)	20	
Cover letter	20	
<u>Section Two: Design in Professional Contexts</u>		40 pts.
Design and typography quiz	15	
Flyer (drafts one and two)	20	
SWATT flyer tutorial	5	
<u>Section Three: Visualizing Information</u>		35 pts
Four charts/graphs/tables	20	
Explanatory memo	15	
<u>Section Four: Grant Writing</u>		95 pts.
Letter proposal	15	
Progress report	10	
Final grant	50	
Presentation	20	
<u>Section Five: McDaniel Video</u>		120 pts.
Sketch	10	
Progress report	10	
Video	70	
Presentation	10	
Project Report	20	
Attendance and Participation		40 pts.
Misc. assignments		<u>20 pts.</u>
		400 pts.

GRADING SCALE

A	100-92%
B	91-83%
C	82-76%
D	75% and below

Americans with Disabilities Act (ADA)

McDaniel College, in accordance with the Americans with Disabilities Act of 1990 and the Federal Rehabilitation Act of 1973/Section 504, will provide reasonable accommodations for eligible students with disabilities. If you require special assistance, please see me privately and/or seek assistance directly from the Office of Student Academic Support Services in Winslow Hall, room 213 (410-857-2504, sass@mcdaniel.edu).

Calendar

	date	activities	due
1	M 8/29	overview of course, introductions, intro to Blackboard	
	W 8/31	letters, tone/voice	correspondence (106-19), adjustment letters (19-23), complaint letters (95), refusal letters (474-76), voice (569-72)

	F	9/02	memos set up Section 1: The Job Search research professional organizations	introductory letter memos (344-49)
2	M	9/05	no class	
	W	9/07	share organizations resume conventions group resume analysis	professional organization memo resumes (484-98)
	F	9/09	preview CRAP principles peer critique resumes job/internship/graduate school search	draft 1 of resume application letters (40-46)
3	M	9/12	common letter mistakes in-class group critique	draft 1 of application letter or graduate school cover letter
	W	9/14	interviewing (Career Services)	final draft of resume and cover letter interviewing for a job (288-91)
	F	9/16	set up Section 2: Design in Professional Contexts speaker information gathering Photoshop Elements demo part 1	
4	M	9/19	Photoshop Elements demo part 2	tutorial submitted to Blackboard by end of class.
	W	9/21	Rhetorical analysis of speaker group analysis of book covers review Williams look at past flyers	Williams, Ch. 1-6 (Ch. 7 optional)
	F	9/23	Photoshop Elements demo part 3 color, review Williams	Williams, Ch. 8-10
5	M	9/26	design and typography test peer critique of flyer	design and typography test draft 1 of flyer (printed in color)
	W	9/28	set up Section 3: Visualizing Data NSSE data collection	
	F	9/30	flyer voting Word demo part 1, flowcharts, organizational charts	final flyer and explanatory memo visuals (567-69), flowcharts (202), organizational charts (383-84)
6	M	10/03	distribution of NSSE data telling visual stories powerpoint Excel demo—tables and graphs	tables (531-533), graphs (245-50)
	W	10/05	ethics in visual display table/graph workshop	
	F	10/07	table/graph workshop	four charts in explanatory letter, by 4:30pm
7	M	10/10	collaboration activity set up Section 4: Grant Writing brainstorm, meet w/group members	Collaboration memo
	W	10/12	contextualizing and finding grants public vs. private foundations	Collaborative Writing (80-82) Read Miner, Ch. 5: The Letter Proposal

	F 10/14	grant workshop midterm feedback	letter proposal in mailbox by 4:30pm post proposal to discussion board Read Miner Ch. 6: The Proposal Introduction
8	M 10/17	No class	
	W 10/19	techniques, interviewing, researching campus resources, introductions	Read Interviewing for information (286-287) Read Miner, Ch. 7: Statement of the Problem, Ch. 8: Objectives, Ch. 9: Methods, Ch. 10: Evaluation
	F 10/21	statement of problem, objectives, methods, grant workshop	hand in draft one of grant hand in progress report read about questionnaires (460-65)
9	M 10/24	grant workshop	hand in questionnaire
	W 10/26	grant workshop Powerpoint demo part 1	Miner, Ch. 11: Dissemination, Ch. 12: Budgets, Ch 13: Appendixes Interviews due
	F 10/28	grant workshop prepare for presentations	
10	M 10/31	powerpoint demo	final grant proposal presentations (412-22)
	W 11/02	presentations	
	F 11/04	presentations	
11	M 11/07	set up Section 5: McDaniel Video examples of student videos	
	W 11/09	Powerpoint demo part 2—animation	
	F 11/11	workshop	
12	M 11/14	Powerpoint/Goldwave demo—sound on-line music sources	sketch of 3-4 minute video
	W 11/16	workshop	Blackboard reading, sound
	F 11/18	workshop	
13	M 11/21	no class--conferences	progress report
	W 11/23	Thanksgiving break	
	F 11/25	Thanksgiving break	
14	M 11/28		
	W 11/30	professional communication ethics Ethics quiz	Blackboard, ethics chapter
	F 12/02		
15	M 12/05	presentations	video
	W 12/07	presentations	
	F 12/09	Course evaluations, wrap-up	project report

