Week	Tuesday	Thursday

1
CS
	Jan. 22 -- Overview
	
	● Introductions, syllabus, and course expectations
		Jan. 24 - What is Content Strategy (CS)?, p. I
		
		● **READ:**
		  ○ Halvorson, K. (2012). Content Strategy for the Web, 2nd Edition. Chps. 2 (skim) and 3.
		
		  [vt.edu library proxy link. Be sure to log into OneCampus before clicking on these links.]
		
		  ○ Wachter-Boettcher, S. (2012). Content Everywhere. Chps. 1-2 (skim), & 3
		
		  [vt.edu library permalink. Click on the Vtext finder button on the left-hand side of the interface.]
		
		● **DUE:**
		  ○ Reading Response #1: Submit to Canvas.
		
		● **CLASS**:
		  ○ Group Activity: "Plotting out CS" spreadsheet

2
CS
	Jan. 29 -- Rhetoric and CS, p. I
	
	● **READ:**
	  ○ Miller, C. (1984). Genre as social action. *Quarterly Journal of Speech*, *70*, pp. 151-167.
	  ○ Schryer, C. F. (1993). Records as genre. *Written Communication*, *10*(2), pp. 200-234.
	
	● **DUE:**
		Jan. 31 -- What is CS?, p. II
		
		● **READ:**
		  ○ McGrane. (2012). Content Strategy for Mobile. Chp. 3, "Adaptive content."
		  ○ Wachter-Boettcher, S. (2012). Content Everywhere. Chp. 6-8 (SKIM).
		  ○ Bergslien, B. (2015). The step before writing. *UXBooth*.

○ Reading Response #2: Submit to Canvas

○ Bjoran, K. (2016). Content strategy for website redesigns: A case study on Peacecorps.gov. *UXBooth*.
○ UXBooth. A beginners guide to content strategy. (SKIM)
○ Review recurrent problems across CS highlighted in this "cheatsheet": Information Architecture Heuristics Cheatsheet.
● **DUE:**
○ Reading Response #3: Submit to Canvas

3
CS

February 5 - Rhetoric and CS, p. II

● **READ:**
○ Brown, J. (2015). Ethical Programs. Introduction.
○ Bradshaw, J. L. (2018). Slow circulation: The ethics of speed and rhetorical persistence. *Rhetoric Society Quarterly*, *48*(5), pp. 479-498.
○ Jones, N. N. (2016). The technical communicator as advocate: Integrating a social justice approach in Technical Communication. *Journal of Technical Writing and Communication, 46*(3), pp. 342-361.

● **DUE:**
○ Reading Response #4: Submit to Canvas

February 7 - Content Strategy Report Draft

● **READ:**
○ Review any necessary prior readings to help you write toward your report

● **DUE:**
○ Detailed outline due in Canvas. Review the Content Strategy Report assignment for aims and details.

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February 12 - Report Due + Introduce Audit

● **READ:**
○ Review the next project: Proposal and Content Audit. I will notify you when I have updated the

February 14 - What are Content Audits?

● **READ:**
○ Chapter 5 from Halvorson. (2012). Audit. *Content Strategy for the Web*.

assignment descriptions via email: most likely by Monday (02/11) afternoon.

- **DUE:**
  - Submit CS Report to Canvas

- McGrane (2012), Chp. 5-6.
  - To help guide your reading of these 2 chapters, first review this [Content Inventory and Audit Criteria summary document](#). In part of your response, consider what to add to it or revise in it. I highly recommend reviewing your prior readings and responses to guide your thoughts. Be sure to cite where you base your suggestion in the text too.
  - Once you have something to add to this above document, please add a new row, or highlight and comment about the existing criteria.
- Review Casey's [Content Audit spreadsheet](#).
  - ***Copy*** it to your own Drive folder.
  - Take some time to figure out how it works in Google Sheets by plugging in values, etc.

- **DUE:**
  - Reading Response #5: Submit to Canvas
  - Team Proposal: Submit to Canvas
  - Sign up for a free [AirTable](#) account with you vt.edu email address. Your team will use this application to coordinate your work.

5
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February 19 - Practice Auditing / Metrics

- **READ:**
  - Flexible Content for Mobile:
    - Myhill, Chris. (2016). My beef with the hamburger menu. *Just UX Design*. [[Outbound link to site]](#)
    - Myhill, Chris. (2017). 8 amazing examples of mobile-first, responsive navigation. *Just UX Design*. [[Outbound link to site]](#)

February 21 - Auditing, cont'd + Scorecard

- **READ:**
  - Read the Scorecard Report description.

- **DUE:**
  - Finalize your metrics.
    - Develop clear definitions for your criteria and the different scores for that criteria.
    - Print out a copy for me.

- How to Meet WCAG 2 (Quick Reference) [Outbound link to WCAG site]
    - Review the 4 guiding principles, and note important considerations for accessibility.
- Review any notes, responses, and readings.

- **DUE:**
    - In presentation format, define and document your audit metrics. Teams should be prepared to share their metric work in front of the class (5-7 mins.; 3-5 for Q&A).
        - The first slides (1-2) should define some of your team's initial concerns about the website, thus far, as a means to rationalize and introduce your metric.
        - Be sure to include areas from our readings across CS and rhetoric into your criteria.
        - Meaningfully categorize (chunk) the different assessment criteria and discuss them with respective slides to walk us through your metric.
        - You can use the same tabulated format that Halvorson and myself use to present the *criteria name*, *description*, and *metric*. Please cite your sources back to the origins of the criteria.
        - **Important**: On the last slide, note any questions, concerns, and potential different criteria that your team is considering, but isn't quite sure about yet.

- Come prepared to translate your metric into your audit spreadsheet. I will review an example spreadsheet, and your team will have dedicated time in class to continue work on it in class.

| 6 | **February 26 - Audit Workday**

● **READ:** | **February 28 - Audit Work + Introduce Research**

● **READ:** |

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	● **DUE:**
	  ○ Complete portion of audit work before class. Be sure that at least 2 people agree upon scoring of pages.
	  ○ ~15 minutes devoted to project management with AirTable; remainder of time to conduct audit work.
		○ Review Scorecard template (See our shared Drive folder)
		
		● **DUE:**
		  ○ Advancement on audit. If not done, almost complete.
		  ○ Class will involve 1) Discussion of my expectations with the Scorecard, and 2) Introduction of the next phase of research.

7 UR	**March 5 - Audit/Scorecard Due + Just Enough Research, p. I**
	
	● **READ:**
	  ○ Hall, J. E. (2013). Just Enough Research:
	    ■ Chp. 1
	    ■ Chp. 2 (Just Enough Rigor, Best Practices)
	    ■ Chp. 3 (The Process, *Define the Problem*)
	
	● **DUE:**
	  ○ Submit Reading Response #6 to Canvas.
	  ○ Content Audit and Scorecard due in Canvas.
	
	● CLASS:
	  ○ We will review the next project description: Research Design and Project Management.
		March 7 - Just Enough Research, p. II
		
		● **READ:**
		  ○ Hall, J. E. (2013). Just Enough Research:
		    ■ Chp. 3 (Collect the Data, Analyze the Data)
		    ■ Chp. 4
		    ■ NNgroup. (27 Jul. 2018). When to use which UX research method. *NNgroup* [YouTube Channel].
		    ■ NNgroup. (25 May 2018). User testing: Why & How. NNgroup [YouTube Channel].
		
		● **DUE:**
		  ○ Submit Reading Response #7 to Canvas.

8 UR	**March 11 - 15: SPRING BREAK WEEK**	

March 19 - Research Review; Begin Designs

- **READ:**
  - Revisit prior readings on usability testing

- **DUE:**
  - Based on your group's research problem, and current understanding of research approaches, use the worksheet provided in the last class to *draft a complete script for your usability test*.

    We will workshop them in class and consider what logistics and supplies will be needed to carry this design out.

- **CLASS**:
  - I plan to provide a testing demo to help frame our workshop.

March 21 - Research Trials

- **READ:**
  - As needed to prepare.

- **DUE:**
  - Prepare materials for your scripted protocol. You will have an opportunity to conduct a trial test on a classmate.
    - Please account for the fact that you will be down 1 person for the trial.
    - Please try your best to be here for your team.
    - Post-trial, your team will consider how it went, identify difficulties, and revise your script and data management plan.
    - With about 10 minutes left in class, we will discuss as a class any insights, difficulties, questions, etc.

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March 26 - Analysis Day #1

- **READ:**
  - None

- **DUE:**
  - Completed at least 4 tests before class
  - Manage and organize the data in your Drive folder, making it available for everyone.

- **CLASS**:
  - I will provide teams with a worksheet to help you triangulate the data, i.e., build *chains of evidence*,

March 28 - Analysis Day #2

- **READ:**
  - None.

- **DUE:**
  - Completed all 6-7 tests.

- **CLASS:**
  - Workshop time to continue analysis work, as well as log action items for content redesign based on the findings.

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to craft findings that you will write up in your report and use to develop your wireframes.

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April 2 - ~~Content Models~~ & Sitemaps

- **READ:**
  - Read Sitemap project description
  - Lovinger, Rachel. (24 Apr 2012). [Content modelling: A master skill](#). A List Apart [blog].
  - Reread McGrane, *Content Strategy for Mobile*:
    - Chp. 3: Focus on sections "Structured Content" & "Presentation-Independent Content"
    - Chp. 6: Information Architecture.

- **DUE:**
  - Teams must have complete processing and analyzing their data into well-organized triangulated claims.
    - Organize the claims thematically,
    - Within themes, organize by strongest to weakest.

- **CLASS**:
  - Workshop ~~content models~~ that will help you also consider a new Sitemap

April 4 - Wireframing and ~~CM~~ & Sitemap

- **READ:**
  - Read Wireframing & Action Report descriptions
  - [Pratt, Andy & Nunes, Jason](#). (2012). *Interactive Design: An Introduction to the Theory and Application of User-centered Design*. Rockport Publishers. Chp. 9.
  - Buxton, Bill. (2007). [Sketches are not prototypes](#). Chp 14 in *Sketching User Experiences, (pp. 139-141)*.
  - UXClub.com. [Tips on sketching your wireframes](#) [video, 4:45].

- **DUE:**
  - Finished draft of ~~CM~~ and SM in Sheets.
  - Teams organize findings into redesign decisions with mobile/adaptive content strategy in mind.

- **CLASS**:
  - Teams will have dedicated time to develop their sitemaps and wireframes.

12

April 9 - Action Report Draft

- **READ:**

April 11 - AR Due + Introduce Prototyping

- **READ:**

- ○ Conduct informal landscape analyses: Review designs from existing websites in your domain in a similar fashion as we did in class. Use McGrane's best practices as your critical lens for design decisions.

- **DUE:**
  - ○ Draft action report complete with wireframes and sitemaps

- ○ Read the Prototyping with HTML & CSS description

- **DUE:**
  - ○ Submit Action Report, Sitemap & ~~Content Model~~, and Wireframes to Canvas.
  - ○ Install Github (GH) Desktop, Atom code editor, Firefox web browser

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April 16 - HTML

- **READ:**
  - ○ James, O. (2017). HTML & CSS are Hard Series.
    - ■ Introduction, Basic Web Pages, and Links & Images
  - ○ Supplemental: Duckett., pp. 20-38.

- **DUE:**
  - ○ Be sure to accept my invitation to the ENGL-4814.
  - ○ Follow the instructions in the respective homework repositories:
    - ■ Basic Webpages
    - ■ Links & Images

April 18 - HTML & CSS "Box-Model"

- **READ:** .
  - ○ James, O. (2017). HTML & CSS are Hard Series.
    - ■ CSS Box Model, CSS Selectors, Semantic HTML, ~~and Web Typography~~
  - ○ Duckett. Chp. 10 - Introducing CSS. Focus on CSS selectors and syntaxes

- **DUE:**
  - ○ See the pinned repos on the GH org site: HW 3-5
  - ○ Progress on content revisions for pages in chosen category
  - ○ Quiz in class on prior HW and today's HW

April 23 - Web Typography Workshop Day

- **READ:**
  - ○ Review lessons and design practices.
  - ○ James, O. (2017). HTML & CSS are Hard Series.

April 25 - Flexible Layout Basics with CSS Grid

- **READ:**
  - ○ Simmons, Jen. Basics of CSS Grid. Layout Land [YouTube channel]. (~15 minutes).
    - ■ *WATCH THIS FIRST!*

- ■ Web Typography

- ● **DUE:**
  - ○ Complete [HW 6 on Github](#) before class.
    - ■ **HINT**: If you ever get stuck with your CSS rulesets for elements of which you want to *overwrite the default element behavior*, you can always inspect the element in the browser and see the default *user agent* styles. **wink wink**
    - ■ Be sure to use all lowercase names for you files, so I can create a navigation menu for your beautiful renderings.
  - ○ Progress on content revisions for pages in chosen category

- ■ Pay close attention to the subject of grid container-grid item relationships @ 3:40.

- ○ (30 Jul. 2018). "[CSS Grid — The Beginner's Guide](#)." *freeCodeCamp.org* [Medium.com blog].
  - ■ Implicit and Explicit Item Placement, including content placement and spanning (pp. 1-13).
  - ■ Grid gaps
  - ■ Fractional units (fr)

- ○ Supplemental, but super helpful!
  - ■ Andrews, Rachel. [Grid By Example](#): Numerous short code examples and descriptions.

- ● **DUE:**
  - ○ [HW 7](#) is up on Github!
  - ○ Quiz #2
  - ○ Progress on content revisions for pages in chosen category. Submit Google Doc with organized content copy in Canvas for points.

April 30 - Flexible Layout Basics, cont'd

- ● **READ:**
  - ○ Brown, Dan. An introduction to CSS Grid Layout:
    - ■ For Review: [Part 1](#).
    - ■ Some new skills: [Part 2](#).
  - ○ (30 Jul. 2018). "[CSS Grid — The Beginner's Guide](#)." *freeCodeCamp.org* [Medium.com blog].
    - ■ Content positioning, including the Template Areas

May 2 - Adaptive Navigation Workshop

- ● **READ**:
  - ○ Pickering, Heydon. (2016). Selection from Chapter 6, "Navigation Region" in *Inclusive Design Patterns*. [[Google Drive Link to PDF](#)]

- ● **DUE**:
  - ○ Read and tinker with the following [Codepens in this collection](#). (Sign up for Codepen with your

1 5 PT

- ○ "@Media Queries." CSS In-Depth.

- **DUE:**
  - ○ HW 8 is up on Github!
  - ○ If your team hasn't already done so, please plan your content revisions, so that you do not need to do as much work in a crunch later.

- **CLASS**:
  - ○ Review sandbox grid work among team members + invent questions to asks and review as class.

Github account, if necessary.) Ecah demo is a template that uses some interesting design patterns that you might want to learn. There will be some quiz questions about their use of Grid and media queries to create a "mobile-first" design.
- ○ Prep for Quiz #4 on *CSS Grid with @media queries* and *Navigation Regions*.

1 6 PT	**May 7 - Wrapping up + Workday** ● DUE: ○ Teams have at least created basic framework	**NO CLASS**
1 7 fin	**Tuesday, May 14 @ 11:59pm -- FINAL MATERIALS DUE** ● Final changes to your organization's site pushed to Github ● Personal course participation memo submitted to Canvas	