

SPRING 2022
ENGL 3601 section 002

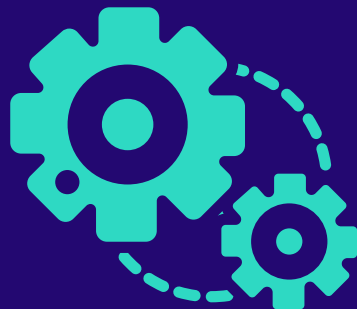
TECHNICAL & PROFESSIONAL WRITING

Tues/Thurs 1:00- 2:25 PM Patterson Hall 227
Dr. Liz Lane etlane@memphis.edu

ABOUT THIS COURSE

ENGL 3601 helps students become better technical communicators, focusing on writing and design principles that require clarity and precision in workplace communication. This course emphasizes material in written and visual formats that are user-centered and engaged.

This course and its pursuits are informed by current research in technical communication, case studies, and emerging trends in engaged scholarship.



TEXTBOOK & SOFTWARE



- **Textbook:** *Technical Communication* (13th Edition). Merkel & Selber. ISBN: 978-1457-688478. *eBook ok.*
- **Adobe InDesign CC:** accessible through the university's Citrix receiver/UMApps portal.
- **Adobe Acrobat** or **Preview** (Mac) for PDF documents and collaborative review
- **Daily access to your U of M email** and the ENGL 3601 Canvas course site

ASSIGNMENTS & TASKS

Each assignment builds toward the next, exploring skills in design principles, technical writing best practices, ethical research and writing and more. All assignments submitted digitally.

1 EMPLOYMENT DOCUMENTS

- Resume or CV
- Cover Letter
- Professional Bio

2 TECHNICAL INSTRUCTIONS

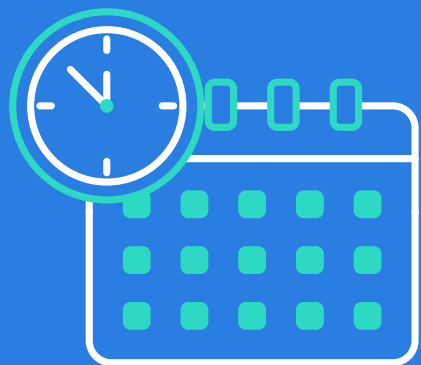
- Memo
- 5-7 Images
- Instructions Doc

3 ENGAGEMENT WHITE PAPER

- Collaborative Memo
- Audience Analysis
- White Paper

4 DATA VISUALIZATION

- Memo
- Research & Data
- Final Visualization



ASSESSMENT & EXTENSIONS

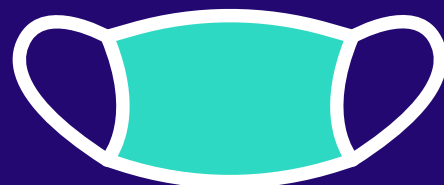
You will be graded on a roomy A - F grading scale with clear rubric provided with each assignment detailing aspirations.

If you know that you cannot meet an assignment deadline, I am open to discuss an alternate due date. We must email in as advance as possible to meet to discuss the terms of an extension. Life happens- I am flexible and understanding up to a point, so please apply this extension policy responsibly.

COVID PROTOCOL & FLEXIBILITY


Masks are required in class at all times, and **we will social distance in the classroom**. All of you are **highly encouraged** to be vaccinated. Bookmark the University of Memphis' [COVID-19 resources page](#).

A shift to online learning may occur pending COVID exposures. Our **Canvas** site will always have the most up-to-date information about any adjustments. Dr. Lane will aim to be as flexible as possible should you fall ill or be exposed to the virus

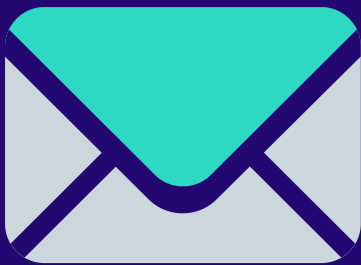


ACCESSIBILITY & ACCOMMODATIONS

Any student who may need accommodations based on the impact of a disability, please schedule an office hours meeting with me during the first month of class, if possible. I am happy to discuss your needs and work with you in order to help you meet personal goals for this course. Students with disabilities should also contact **Disability Resources for Students (DRS)** at 110 Wilder Tower, 678-2880.



OFFICE HOURS & EMAIL POLICY



For Spring 2022, office hours are virtual and by appointment until further notice. I hold office hours to be available for your questions, brainstorming sessions, or concerns that arise during the semester. I welcome you to drop by! Please use my [YouCanBookMe link](#) to schedule an appointment.

I respond to email Monday through Friday from 9 AM to 5 PM CST. All emails you send related to this course should conform to the following guidelines: **1)** Include an appropriate and descriptive subject, with the course number, **2)** Include an appropriate address line, eg: “Dear Dr. Lane,”, **3)** A clear call to action and/or clear request/question

COURSE SCHEDULE

Please prepare the material for the day listed on the schedule below. The most recent version of this schedule will always be posted to Canvas. *Updated 1.10.22*

Week	Tuesday	Thursday
Week 1: Jan 19 & 21	Course Overview; Technical Communication – Introduction. Assignment 1 intro, Connors reading assignment & research	Candidate visit 1; Discuss Connors; Activity: Collect 5 postings for Memo 1; Analyzing a Job Ad assessment sheet
Week 2: Jan 25 & 27	Candidate visit 2; The rhetoric of job documents (Exercise 1, p. 410 from Markel); Brief Adobe InDesign introduction	Candidate visit 3; InDesign studio time + the Grid; (Do: Merkel, “Presenting Your Professional Brand”for LinkedIn)
Week 3: Feb. 1 & 3	InDesign studio time for resumes: Drafting Cover Letter templates (p. 411-412), consultations & studio time	LinkedIn account setup & branding activity; Activity: Cover letter structure; studio time
Week 4: Feb 8 & 10	Studio time: InDesign & Set up for free account on LinkedIn or update your existing profile	Assignment 1 Peer Review; Wrapping up Assignment 1 (exporting PDFs, conversion demos
Week 5: Feb 15 & 17	Assignment 1 DUE; Assignment 2 Introduction; drafting Memo 1 final Studio Time for Assignment 1, (exporting PDFs, conversion demos)	Assignment 2: choosing your topic; In-class activity: analyzing instructions, Activity: How Its Made analysis
Week 6: Feb 22 & 24	Lecture: images in instructions; planning research & tracking citations/sources ethically, Topic Proposal due by 2/24	Lecture: Design principles; Activity: Donut Photos & Instructions Drafting & mapping of Instructions;
Week 7: Mar 1 & 3	Discussion: Tone, Style, Image resolution and image handling; applying notes for research and citations; Studio Time f	Assignment 2 Wrap-up & studio time (ex-ported documents and images); writer’s checklist and final studio time
Week 8: Mar 8 & 10	SPRING BREAK	SPRING BREAK
Week 9: Mar 15 & 17	Peer Review of Assignment 2: Technical Instructions; Studio Time; Assignment 3 Intro	Assignment 2 DUE; Collaborative work with Assignment 3 partners: Lecture: Design thinking; mapping & researching topics
Week 10: Mar 22 & 24	Draft of collaborative timeline for Assignment 3, research topics and outline IMRaD; Audience Analysis activity	Discuss audience analyses; InDesign demo in Master Pages; Activity: Given/New method and Clear, Concise language
Week 11: Mar 29 & 31	InDesign demos for white papers- images and citations; Studio Time	Peer Review & final Assignment 3 wrap up
Week 12: Apr 5 & 7	Assignment 3 DUE; Assignment 4 Intro; Lecture: Data Visualization 101	Data viz tools demo: Canva, R, Tableau; Lecture: Graphics best practices; Studio time
Week 13: Apr 12 & 14	Planning collaborative presentations; Video: Making effective pitches; studio time	TBD- Flex Day based on project needs
Week 14: Apr 19 & 21	Studio Time & consultations with groups; Final drafting plans and presentation outline storyboards	Prepping graphics for screen and print; Peer Review of data visualiza-tions; remaining studio time & file conversions
Week 15: Apr 26 & 28	Final Assignment 4 Presentations	Final Assignment 4 DUE to Canva by 11:59 PM-- No Class Meeting



ENGL 3601
Course Syllabus



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