ENG 400: Document Design
Fall 2016

Welcome to English 400 – Document Design.

Days/Time:	
Spaces:	
Instructor:	
Office:	
E-mail:	
Phone:	
Office Hours:	

English 400 will teach you a rhetorical approach to document design and introduce you to the skills for demonstrating an understanding of the underlying design and structure of any document in any medium. You will be equipped with tools and strategies for creating visually effective documents in a variety of genres. Through a variety of activities, students of English 400 will achieve the four course outcomes by the end of the semester:

- define document design principles and processes
- analyze and describe the visual design of documents
- recognize important document design concepts in particular rhetorical contexts
- make effective document design choices for particular genres

As a class, we will meet the course outcomes by discussing the principles of document design in a sophisticated manner, analyzing relationships among page elements, describing effective page design, articulating the effectiveness of print and electronic pages, and learning to reach consensus on design-related problems in different rhetorical situations.

Prerequisites
Completion of first-year composition required.

Primary Sources and Materials
All Course and Reading Materials available through WebCampus.

Workload
Each module will include a variety of in-class collaborative, online, and out-of-class activities, a process for understanding the material, and the submission of formal documents for evaluation. You will receive detailed explanations of the requirements, formats, and strategies for completing each module. Specifically, each of you will be responsible for the following work:

- Concept Mini-Projects = 15% (5 x 3 pts. each)
- Concept Software/App Sharing = 15% (5 x 3 pts. each)

- Revision Projects = 45% (Draft 3 x 1 pt. each; Peer Review 3 x 2 pts. each; Final Draft 3 x 12 pts. each)
- Final Project = 20% (Draft 2 pts.; Peer Review 3 pts.; Final Presentation 15 points)
- Final Reflection = 5%

Grading
All submissions will be graded on a points basis (which coincide with the above percentages). Grades will be determined on a percentage basis using standard letter grades with plusses and minuses. These grades translate into the following scale:

A = 100-93%	A- = 92-90%	B+ = 89-87%	B = 86-83%	B- = 82-80%
C+ = 79-77%	C = 76-73%	C- = 72-70%	D = 69-60%	F = 59-0%

Completing the Work and Submitting Documents
Reading and thinking are important aspects of this course. To complete the work, you will need to read and understand all of the materials assigned. Supplementary materials will be available on our course web site, accessible through WebCampus.

Some work must be performed in WebCampus; other work must be submitted electronically through an Assignment link in WebCampus; and still other work will be performed in class. You will be given clear instructions for submitting your work. All work must be completed by the scheduled due date.

Participation
Your active participation is crucial to effective learning for everyone in this course. Therefore, active and meaningful participation is required. Active and meaningful participation means that you are invested in the course, in your classmates, your course work, and your education.

As a teacher, I am committed to creating the most conducive learning environment possible. I believe strongly in the social construction of knowledge, so you will be expected to collaborate throughout the course, discussing ideas and articulating concepts. I avoid a banking model of education in order to create non-threatening spaces where students exchange ideas freely. In short, I promote a student-centered classroom and pedagogy. As a class, we can negotiate the kind of environment that you will feel comfortable in; however, I will not lecture.

I value what you say, and I am committed to making this course a positive learning experience. I will provide you with opportunities to learn, I will put you in positions to build on your prior knowledge, I will promote connections between this course and your future aspirations.

But you are responsible for your education.

E-mail Policy
I will respond to every appropriate email I receive. I only respond to course e-mail sent via WebCampus Mail. I will not respond to course e-mail sent to my personal UNLV account. I will answer all course e-mails submitted to me Monday through Friday. I will answer any e-mails sent over the weekend on the following Monday. You are responsible for checking the course e-mail on WebCampus regularly.

Attendance & Punctuality

University policy requires that you attend every class. If you do miss a class, for whatever reason, you are responsible for making up missed work. You are expected to notify your instructor by phone or through WebCampus mail prior to an absence. In the case of unexpected emergencies, notify your instructor as soon as possible afterwards. You can be administratively dropped from the class after 4 absences without instructor notification.

While there is no "attendance" grade in this course, credit is earned for work performed in class or as part of an online discussion group. I expect you to be on time and ready to work when class begins. You will only receive credit if you are in class, participate in the discussion, and complete the assigned work before you leave the classroom. In online sections, you must participate on the appropriate online discussion by an assigned date. If you are not in class or do not participate on the discussion board by the assigned day, you will not receive credit.

ENG400 Schedule
Fall 2016

Wk	Dates	Activity	Assignment Due
1	Sept 2	Course Introduction Workload Basic Design Theory	
	Online Activity	**READ**: Course Introduction Links Gestalt/CRAP links	Student introductions
2	Sept 9	Gestalt/CRAP Discussion	
	Online Activity	Review Concept Mini-Projects	
3	Sept 16	Introduce Concept Mini-Projects and Software/App Sharing	
	Online Activity	**READ**: Color Theory Links	
4	Sept 22	Color Theory Discussion	
	Online Activity	**READ**: Typography Links	**DUE**: Mini-Projects #1 Materials by Sept 23
5	Sept 29	Typography Discussion	

	Online Activity	**READ**: Images Links	**DUE:** Mini-Projects #2 Materials by Sept 30
6	Oct 6	Images Discussion	
	Online Activity	**READ**: Grids/Page Layout Links	**DUE**: Mini-Projects #3 Materials by Oct 7
7	Oct 13	Grids/Page Layout Discussion	
	Online Activity		**DUE:** Mini-Projects #4 Materials by Oct 14
8	Oct 20	Introduce Revision Projects	
	Online Activity		**DUE:** Mini-Projects # 5 Materials by Oct 21
9	Oct 27	Flyer Peer Discussion	
	Online Activity		Flyer Online Peer Comments due Oct 28
10	Nov 3	Poster Peer Discussion	
	Online Activity		Poster Online Peer Comments due Nov 4 **DUE**: Flyer Revision by Nov 4
11	Nov 10	Brochure Peer Discussion	
	Online Activity		Brochure Online Peer Comments due Nov 13 **DUE**: Poster Revision by Nov 13
12	Nov 17	Introduce Final Project	
	Online Activity		**DUE**: Brochure Revision by Nov 18
13	Nov 24	**No Class: Thanksgiving**	
	Online Activity	Final Project Preparation	
14	Dec 1	Final Project Peer Discussion	
	Online Activity		Online Peer Comments due Nov Dec 2
15	Dec 8	Introduce Final Reflection	
	Online Activity		**DUE**: Final Project by Dec 9
16	Dec 12-17	**Final reflection due Monday, Dec 12 by 11:59 pm**	

Academic Misconduct— Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at: https://www.unlv.edu/studentconduct/student-conduct.

Copyright—The University requires all members of the University Community to familiarize themselves **with** and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could

subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: http://www.unlv.edu/provost/copyright.

Disability Resource Center (DRC)— **Disability Resource Center (DRC)**—The UNLV Disability Resource Center (SSC-A 143, http://drc.unlv.edu/, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Religious Holidays Policy— Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor **within the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or within the first 7 calendar days of the course for summer and modular courses,** of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: http://catalog.unlv.edu/content.php?catoid=6&navoid=531.

Transparency in Learning and Teaching—The University encourages application of the transparency method of constructing assignments for student success. Please see these two links for further information:

https://www.unlv.edu/provost/teachingandlearning

https://www.unlv.edu/provost/transparency

Incomplete Grades—The grade of I—Incomplete—can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student's control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving "I" grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a

grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

Tutoring and Coaching—The Academic Success Center (ASC) provides tutoring, academic success coaching and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, visit http://www.unlv.edu/asc or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of the SSC (ASC Coaching Spot). Drop-in tutoring is located on the second floor of the Lied Library and College of Engineering TEB second floor.

UNLV Writing Center—One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student's Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: http://writingcenter.unlv.edu/.

Rebelmail—By policy, faculty and staff should e-mail students' Rebelmail accounts only. Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students' e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu. **Emailing within WebCampus is acceptable.**

Final Examinations—The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: http://www.unlv.edu/registrar/calendars.

Library statement:

Students may consult with a librarian on research needs. For this class, the Subject Librarian is (https://www.library.unlv.edu/contact/librarians_by_subject). UNLV Libraries provides resources to support students' access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at https://www.library.unlv.edu/