

# Technical Communication

ENGL 2311-1000 🗨️ SPRING 2019

Date	Material we'll be covering:	Assignment Due Dates:
<b>Week 1</b> Tuesday, 1/22	<ul style="list-style-type: none"> <li>• Introduction to tech comm. (Ch. 1)               <ul style="list-style-type: none"> <li>○ What is technical communication and when will you ever use it?</li> <li>○ Tone</li> <li>○ Rhetorical situation</li> </ul> </li> </ul>	
<b>Week 2</b> Tuesday, 1/29	<ul style="list-style-type: none"> <li>• Creating Graphics (Ch. 8)               <ul style="list-style-type: none"> <li>○ Document styles</li> <li>○ Tables &amp; graphs</li> <li>○ APA overview</li> </ul> </li> <li>• Oral presentations 101 (Ch. 15) – we'll come back to this at the end of the semester</li> </ul>	<u>Thursday, 1/31:</u> <b>Infographic introductions due (100 pts.)</b>
<b>Week 3</b> Tuesday, 2/5	<ul style="list-style-type: none"> <li>• Writing and designing for an audience &amp; situation (Ch. 6)               <ul style="list-style-type: none"> <li>○ Rhetorical analysis of Super Bowl Ads</li> <li>○ Case Studies in Rhetorical Analysis</li> <li>○ Reading homework: Katz <i>Ethics of Expediency</i></li> </ul> </li> </ul>	
<b>Week 4</b> Tuesday, 2/12	<ul style="list-style-type: none"> <li>• Ethical communication (Ch. 2)               <ul style="list-style-type: none"> <li>○ Academic honesty quiz/discussion</li> <li>○ TC policy rewrite</li> <li>○ Milgram/Stanford prison videos + Katz discussion</li> <li>○ Peer review rhetorical analysis projects</li> </ul> </li> </ul>	<u>Thursday, 2/14:</u> <b>Rhetorical analysis project due (100 pts.)</b>
<b>Week 5</b> Tuesday, 2/19	<ul style="list-style-type: none"> <li>• Writing descriptions and instructions (Ch. 14)               <ul style="list-style-type: none"> <li>○ Review good and bad examples</li> <li>○ Lego instructions activity</li> <li>○ Video editing 101</li> <li>○ Paper airplane project – written + video</li> </ul> </li> </ul>	
<b>Week 6</b> Tuesday, 2/26	<ul style="list-style-type: none"> <li>• Applying for a job (Ch. 10)               <ul style="list-style-type: none"> <li>○ Researching the organization</li> <li>○ Good &amp; bad resume examples</li> <li>○ Resume rewrites</li> <li>○ LinkedIn</li> <li>○ Cover letters formatting and tone</li> </ul> </li> </ul>	<u>Tuesday, 2/26:</u> <b>Instructions project due (100 pts.)</b>
<b>Week 7</b> Tuesday, 3/5	<ul style="list-style-type: none"> <li>• Corresponding in print and online (Ch. 9)</li> </ul> <p><i>Select groups and topics for research projects</i></p>	<u>Thursday, 3/7:</u> <b>Job application packets due (200 pts.)</b>
3/11-3/15	<b><i>Spring Break</i></b>	

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<b>Week 8</b> Tuesday, 3/19	<ul style="list-style-type: none"> <li>• Client Presentation                         <ul style="list-style-type: none"> <li>○ Proposal writing &amp; writing collaboratively (Ch. 3 &amp; 11)</li> <li>○ Rehash client presentation &amp; brainstorm</li> </ul> </li> </ul>	<i>Midterm grade conferences</i>
<b>Week 9</b> Tuesday, 3/26	<ul style="list-style-type: none"> <li>• Document design (Ch. 7)                         <ul style="list-style-type: none"> <li>○ Writing proposals</li> <li>○ Review MSWord Styles</li> <li>○ Special Topics group work time</li> </ul> </li> </ul>	
<b>Week 10</b> Tuesday, 4/2	<ul style="list-style-type: none"> <li>• User research (Ch. 5)                         <ul style="list-style-type: none"> <li>○ Usability testing</li> <li>○ Developing Personas</li> <li>○ Applying this to our client</li> </ul> </li> </ul>	<u>Thursday, 4/4:</u> <b>Project proposals due (150 pts.)</b>
<b>Week 11</b> Tuesday, 4/9	Special Topics Lessons contingent on the projects Possible Areas of Focus: <ul style="list-style-type: none"> <li>• Social media</li> <li>• Web design</li> <li>• Newsletters</li> <li>• Video production</li> </ul>	
<b>Week 12</b> Tuesday, 4/16	Special topics continued and group work time	
<b>Week 13</b> Tuesday, 4/23	Special topics continued and group work time	
<b>Week 14</b> Tuesday, 4/30	Special topics continued and group work time	
<b>Week 15</b> Tuesday, 5/7	Oral Presentations (Chapter 15) <ul style="list-style-type: none"> <li>• Planning your message</li> <li>• Visuals</li> <li>• Speech anxiety</li> </ul>	<u>Tuesday, 5/7:</u> <b>Project deliverable due (150 pts.)</b>
<b>Week 16-ish</b> Thursday, 5/9	Final exams in progress	<u>Thursday, 5/9 @ 1:00pm</u> <b>Project presentations (100 pts.)</b>