

# WRTG 3305: writing as information design

11260 // TR 9:25–10:40am // Thompson 105

## what is this course?

### from the Undergraduate Bulletin:

Upper-division workshop course for writing majors and minors and students in other programs. Focuses on academic and professional forms of writing. Students will use advanced strategies for print and electronic writing and examine how to shape the composition process for specific writing tasks and purposes.

### from me:

Writers often talk about composing content, but what about form and design? Designing information is not just writing content but also considering how form, organization, and graphic elements help readers understand and make meaning with texts. Information design helps readers **use** the texts we compose.

In this course, we will read and apply theories of accessible and usable design, visual rhetoric, and typography to better understand how to design information.

## what are the course goals? (what will I learn?)

In WRTG 3305, students will develop rhetorical and technical understandings of...

- theories of visual rhetoric, design, and typography
- how design elements and principles—e.g., contrast, repetition, alignment, and proximity—contribute to how information is conveyed and understood
- the production of clear and effective documents based on their rhetorical awareness of purpose, audience, and context
- client and organizational research
- professional design software, e.g., Adobe InDesign and Illustrator CC

## Dr. Allison H. Hitt



Thompson 323



MW 12-2pm  
TR 11am-12pm



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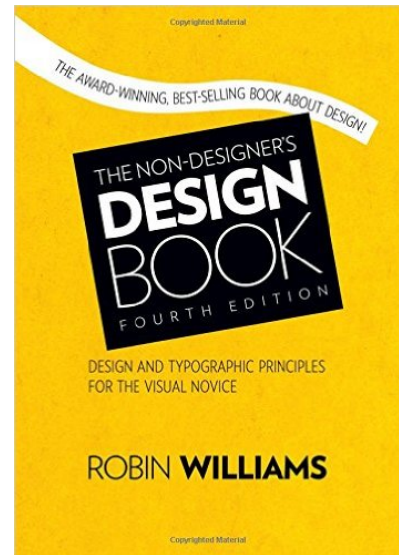
## what do I need?

### required.

Williams, Robin. *The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice*, 4th ed. Peachpit Press, 2015.

### additional.

I will make additional readings available through Google Classroom ([classroom.google.com](https://classroom.google.com)), which you will use to submit work, view feedback and grades, and access course materials—including class notes.



You will need an account to post to our course Tumblr: <http://wrtg3305.tumblr.com>.

## what will we be doing?

### project 1: visual rhetorical analysis (10%)

First, you will identify a local business, research their organizational goals, and rhetorically analyze their visual branding. Deliverable: 2-page memo. **(due 9-12)**

### project 2: brochure redesign (20%)

You will choose a brochure from a UCA organization, edit its content for clarity, and write a rhetorical analysis based on visual design elements and principles. Deliverables: edited content, 2-page rhetorical analysis. **(due 10-3)**

### project 3: résumé remix (20%)

For this project, you will create different résumés that experiment with content, typography, and design. Deliverables: three résumés, 2-page memo. **(due 11/7)**

### project 4: infographic (35%)

Finally, you will create an infographic about a complex process, theory, or policy. Deliverables: research memo, infographic, 2-page memo. **(due 12/12)**

### Tumblr curation (15%)

Throughout the semester, you will curate well-designed documents: flyers, infographics, ads, newsletters, etc. Each image needs a detailed caption that 1) describes the image and 2) contextualizes it within our class discussions. 5 total.

## how will we be graded?

A: 90-100%	B: 80-89%	C: 70-79%	D: 60-69%	F: 59% & below
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## what are Dr. Allison's policies?

**Accessibility.** I am committed to creating a classroom environment that is respectful of and inclusive to different learning and writing processes. If we can work together to make the class more accessible, please let me know.

**Late Work.** Deadlines are crucial in professional contexts, and projects are due by the time specified on Google Classroom. Late work will be reduced by 10 points per day.

**Respect.** I expect you to behave professionally when participating in class discussions, interacting with me in class and through email, and working with your peers. You do not have to agree with someone to treat them, their ideas, and their work respectfully.

**Technology.** Technology is integral to the writing process, and we will explore a range of professional design and presentation technologies. You will have access to the computer lab and Adobe CC during class and outside of class, and you do not have to be experts on this technology to do well on course projects.

You are expected to check your UCA email regularly and to be professional in your emails to me.



If you need an extension for one of the four major projects, please email me one day before the deadline with your request, how long you need, and a current draft.

## what are UCA's policies?

**Academic Integrity.** The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the *Student Handbook*. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy. (<http://uca.edu/integrity/>)

**Accommodations.** The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Support Services, 450-3613. (<http://uca.edu/disability/eligibility-for-services/>)

**Attendance.** If a student in a WRTG course misses two weeks' worth of classes—i.e., four classes in a TR course—and/or misses a week's worth of classes consecutively without contacting the instructor, the instructor will drop the student from the course.

**Building Emergency Plan.** An Emergency Procedures Summary (EPS) for Thompson Hall will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>.

In the event of an evacuation order, classes that meet in Thompson 105 will exit through the east door and reconvene at the Harding Centennial Plaza fountain to await further instructions from campus police. In the event of a shelter in place order, we will lock doors and stay away from windows. In the event of a tornado, we will shelter in first floor stairwells, restrooms, or kitchen.

**Disruptive Behavior.** Any student whose behavior regularly interferes with the instructor's ability to conduct class and foster student learning (or who severely impedes the conduct of class) may be dropped from the class. Students dropped for disruptive behavior will receive a grade of WF, and a record of this disciplinary action will remain on the student's university file.

**Student Evaluations.** Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the thirteenth week of instruction through the end of finals week by logging in to myUCA and clicking on "Course Evaluations."

**Title IX Disclosure.** If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member (as it relates to "student-on-student" or "employee-on-student"), the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs, and the obligation to conduct an investigation will depend on the specific set of circumstances. The determination to conduct an investigation is made by the Title IX Coordinator. (<https://uca.edu/titleix>)

**Withdrawal.** November 10 is the final date to officially withdraw from Aug. 24–Dec. 15 classes or the university with a W grade unless already dropped for non-attendance. After this date, only grades of A, B, C, D, F will be received.