

EN 204: Professional and Technical Writing

Instructor: Spencer Bennington	Class Location: TBD
Office: CPR 301K	Class Time: TBD
Office Hours: TWR 11-1	Class Location: TBD

Course Information & Description

A course that teaches the theory and practice of communicating on the job. Instruction addresses written, visual, and oral technical communication. Assignments involve students in practical, collaborative and technologically informed learning modeled upon realities of the workplace. Prerequisite: EN 102.

Course Requirements

This is primarily a writing class, but students are also expected to read carefully, engage in meaningful in-class discussions, and conduct research for major projects. There will be both individual and collaborative work throughout this class. Students will complete four major writing projects (that include several deliverables each), complete reading and homework assigned, participate in class, and conduct regular document review.

Course Goals

Students completing this course will develop the following skills and abilities:

- Rhetorical strategies for writing in the workplace
- Genres and conventions of professional communication
- Collaborative writing and project management
- Document design and writing technologies
- Ethics, accessibility, and inclusion in the workplace

Student Learning Outcomes

- Analyze and write in a specific context defined by purpose and audience
 - Analyze professional cultures, social contexts, and audiences to determine how they shape the various purposes and forms of

writing, such as persuasion, organizational communication, and public discourse.

- Learn effective document design
 - Learn to argue with visual data, understanding and implementing various principles of format, layout, and design of documents that meet multiple user/reader needs.
- Write within a genre
 - Learn and practice writing in various genres of professional and technical discourse like the memo, letter, technical reports, proposals, and descriptions, etc.
- Develop your writing process, style, and editing techniques
 - Develop and understand various strategies for planning, researching, drafting, and revising documents. Develop a clear, concise, and functional writing style. Develop techniques to become an effective critic and editor.
- Practice Collaboration
 - Learn and apply strategies for successful collaboration, such as working and communicating on-line with colleagues, setting and achieving project goals, and responding constructively to peers' work.

Required Course Texts

- *A Rhetorical Approach to Workplace Writing, 6th ed (RAWWr).*

Critical Assignments

The critical assignments relate to and measure the Student Learning Outcomes.

- **Project 1: Document Series**
 - Analyze and write in a specific context defined by purpose and audience
 - Learn effective document design
 - Write within a genre
- **Project 2: Research Summary**
 - Analyze and write in a specific context defined by purpose and audience
 - Learn effective document design

- Write within a genre
- **Project 3: Information Design**
 - Analyze and write in a specific context defined by purpose and audience
 - Learn effective document design
 - Develop your writing process, style, and editing techniques
- **Project 4: Collaborative Report**
 - Analyze and write in a specific context defined by purpose and audience
 - Learn effective document design
 - Develop your writing process, style, and editing techniques
 - Write within a genre
 - Practice Collaboration

Attendance Policy

Attendance is graded as a portion of your participation average (10% of final grade) for this course. There are no excused or unexcused absences, just absences. Please make sure to let me know ahead of time if you plan on missing class. It's up to you to keep up with whatever work you may have missed by consulting classmates and the Canvas shell. Please do not make a habit out of emailing me to catch up on what you missed as this is a waste of time for all involved.

Major Assignments and Grade Percentages

Assignment	Final Grade %	Description
Project 1 (Document Series)	15%	Choose one of the following scenarios, and produce the requested documents for one scenario only. Each scenario asks you to prepare a range of documents. Students are responsible for determining the appropriate genre (email, memo, business letter, etc.) as well as the content of those documents

Project 2 (Visualizing Data)	20%	For this project, you will find a data set and create a short informational report that includes at least three data visualizations that you feel best communicates that data in a form that maximizes the impact of the data to suit a specific audience and purpose. This report should incorporate three types of visuals along with a discussion/analysis of the data in your figures. The text included should introduce the topic and its importance, explain the meaning of the visuals, and to point to the conclusions suggested by the data. Students should think through and identify a clear audience. The analysis of the audience informs how the data is presented, the form the visualizations take, and the point students use the data to make, as well as the overall overall purpose of the document. You must also draft a short 250- to 500-word memo explaining the goals and rationale behind your visualization.
Project 3 (Applied Research)	20%	This project asks you to do workplace research into a local problem. Your goal for this project is to describe the problem in detail using as much information as you can gather from as many different sources as are useful. That means you are looking at research gathered by others (e.g., government agencies, non-profit organizations, professional and academic experts), but also you will gather your own data by contacting experts and asking impacted populations for their perspective. You will produce a memo that reports your findings, giving readers a robust understanding of the problem you have researched.

Project 4 (Collaborative Report)	35%	Working in teams, you will write a formal feasibility report about a specific, real issue on campus, in the workplace, or in the local community. The report will analyze the issue, present at least three possible actions/solutions that address the situation, and assess the feasibility of each solution using decision criteria relevant to the problem and supported by research. Research is essential to both the analysis of the situation and as support that the students' decision criteria are applicable and that their solutions are feasible. Additionally, solutions must be realistic.
Participation	10%	Small assignments, homework, attendance, and anything else

Pacing for this Course

Weeks 1-2	Intro to the course <ul style="list-style-type: none"> ● What is good writing? (in class exercise first week of class) ● Ch. 1: Rhetoric in the Workplace ● Ch. 6: What is PTC ● Ch. 2: Purpose ● Ch. 3: Audience
Weeks 3-5	Project 1: Document series (15% of final grade) <ul style="list-style-type: none"> ● Business forms of letter, memo, email, also style ● Due at the end of the 4th week ● Ch. 13: Email ● Ch. 14 and 15 on letters and memos ● Supplemental readings on style and wordiness
Week 6-8	Project 2: Research Summary (20% of final grade) <ul style="list-style-type: none"> ● Ch. 10: Writing Process ● Ch. 11: Organizing Information ● Ch. 12: Writing Style ● Ch. 7: Ethics

	<ul style="list-style-type: none"> ● Ch. 22: Workplace Research
Weeks 9-11	<p>Project 3: Information Design (20% of final grade)</p> <ul style="list-style-type: none"> ● Ch. 4: Document Design ● Ch. 5: Visual Design ● Ch. 8 and 9 on usability and accessibility (potentially have “user tests” on the documents in class to focus on purpose, audience, and the effectiveness of the visuals) ● Visual assignment Due by the end of week 8
Weeks 9-14	<p>Project 4: Collaborative Report 35% of final grade</p> <ul style="list-style-type: none"> ● Working on project ● Ch. 19 and 20 on reports and proposals ● Ch. 17 presentations ● Draft of final report should be due in week 14 for either peer editing, critiques, collective feedback or individual feedback
Week 15	Project 4 (including Presentations) Due