

## English 5420—Publication Production—Spring 2004 Information and Policy Statement

### Professor Nancy M. O'Rourke

Campus Office Hours: By appointment

Electronic Office Hours: Anytime by email ([norourke@english.usu.edu](mailto:norourke@english.usu.edu))

Office: RBW 305

Phone: 797-3647

**Class Meetings:** Mondays, Wednesdays, Fridays, 10:30-11:20 in RBW 101 (computer classroom)

**Class Web Site:** <http://english.usu.edu/online>

**Computer Lab Access:** As a student enrolled in English 5420, you are eligible to use the computer labs in the RBW building during open lab times. The lab fee (\$35) supports the purchase of all the hardware/software needed for this course, as well as the computer lab consultants and technicians who support your academic work in the English Department.

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### Texts and Supplies You Need

- Readings available on USU Library E-Reserve
  - A zip disk or a CD on which to submit all projects
  - Printed copies of all projects and assignments
  - **Optional: a book on the software you are using**
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### Course Description and Our Goals

#### Description

In this course, you will learn about **production and management** strategies to produce high-quality, long printed documents. The course also covers all aspects of printing and post-press processes. This course emphasizes project management for planning, implementing, producing, and evaluating quality documents. You will develop a working knowledge of relevant software to produce your projects. The software available to you include Word, PageMaker, and FrameMaker. The course also covers a short history of printing, pre-press processes, post press processes, as well as choosing paper, binding, and inks, plus a glossary of terms you need to know to work with the printing profession.

#### Goals

This course is designed to address the following objectives of the professional and technical writing emphasis area within the English Department:

- Understand ethical issues connected to publishing
- Present information in an ethically responsible manner
- Use print publication design software (e.g., InDesign, FrameMaker, PageMaker, Word)
- Perform in varied roles on collaborative teams
- Overcome teamwork obstacles

Objectives specific to this course include:

- Produce useful documents for a client using appropriate software, creating a professional-quality portfolio piece
- Effectively work with people who have expertise other than yours to create, revise, and/or edit content for a technical or scientific print document
- Implement document production and management techniques from manuscript to delivery
- Work with printers and other subject matter experts outside the class

### Your Major Assignments and My Grading Scheme

Major assignments include (1) a series of on-line discussions [in the Discussion Forum on Syllabase] of reading materials on E-reserve; (2) an exercise that inventories jobs requiring knowledge of publishing softwares; (2) a solo project (short); (4) a longer collaborative project; (5) quizzes on glossary of terms used by printers; and (6) a client report, a project plan, and an evaluation report for the two major projects.

The table below shows the major assignments and their point worth. Total points=1000.

<b>Assignments</b>	<b>Points</b>
Job Posting Inventory	30
Project 1 (solo)	150
Project Plan for Solo Project	50
Quizzes on Glossary of Terms (2 @ 50 points each)	100
Client Report (Project 2)	50
Project Plan (Project 2)	150
On-line Discussions of Readings on E-Reserve	70
Project 2 (Collaborative)	300
Evaluation Report (Project 2)	100

### My Evaluation Guidelines and Grading

#### Guidelines

I will do everything I can to help you gain the knowledge and skills necessary to do exemplary work in this course. The projects are challenging and my expectations are high. Your grade will be based on your attendance and your participation in and completion of class discussions and other written assignments. Some of your work will be completed individually while other assignments will be completed collaboratively. Everyone in collaborative groups will share the same grade unless documented circumstances indicate that a different arrangement is necessary. It is your responsibility to document any problems within your collaborative groups and to discuss these problems with me should they arise.

## Grading

I will grade each assignment according to the scale shown below and then translate the total points earned into a percentage that will be assigned a letter grade for the course.

A	93-100	C+	77-79
A-	90-92	C	74-76
B+	88-89	C-	70-73
B	84-86	D+	67-69
B-	80-83	D	64-66
		F	63 or less

**Note: You must hand in all assignments to pass the course.**

## Guidelines for Submitting Your Work

Each document will require a different design and layout. Use what you know about good design and readability in producing all your documents. If you have questions about a specific design or layout, please consult an authoritative technical writing textbook, ask the opinion a classmate(s) or ask me. I expect all of your assignments to demonstrate your ability to produce professional, ethical professional documents. In addition, I expect your documents to exemplify your awareness of appropriate writing conventions for each document's specific audience and purpose.

Final drafts (both written and electronic) must be ready for evaluation at the time designated on the course schedule. Final drafts submitted after the designated time will be considered late. Late assignments will be lowered by one letter grade for every class day the paper is late; if you have not submitted an assignment seven days after the original due date, I will record your grade as a zero (0). Any exceptions to this policy must be arranged with me before the due date and time.

## My Policy on Attendance, Class Conduct, and Ethics

**Attendance.** I take roll each class meeting. **More than four absences (excused or unexcused) will result in a full letter grade reduction for the course grade.** You are responsible for collecting handouts, assignment sheets, and other information available during the class time you missed.

**Class Conduct.** Since this classroom will be conducted as a community of writers, I expect you to treat each member of our community with the dignity and the respect she or he deserves. I do not allow any discriminatory behavior directed toward a person's race, creed, religion, national origin, age, sex, or disability.

And, participation includes not only in-class discussion, but also your contributions to the Discussion Forums on our class web site and helping each other learn advanced features of the software available to you. Ample time will be dedicated to work in the computer classroom so that you may work on your projects.

**Ethics.** As a technical communicator and university student, you are expected to be academically and professional honest when producing your work. For a more detailed discussion of professional and academic honesty policies, please see STC's Ethical Principles for Technical Communicators at <http://stc.org/ethical.asp> and the USU policy on plagiarism and its consequences in your undergraduate catalog on page 20.

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## Special Needs and Accommodations

**Students with Disabilities.** The Americans with Disabilities Act states: "Reasonable accommodation will be provided for all persons with disabilities in order to ensure equal participation within the program. If a student has a disability that will likely require some accommodation by the instructor, the student must contact the instructor and document the disability through the Disability Resource Center, preferably during the first week of the course. Any request for special consideration relating to attendance, pedagogy, taking of examinations, etc., must be discussed with and approved by the instructor. In cooperation with the Disability Resource Center, course materials can be provided in alternative format--larger print, audio, diskette, or Braille."

**Sexual Harassment.** Sexual harassment is defined by the Affirmative Action/Equal Employment Opportunity Commission as any "unwelcomed sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature." If you feel you are a victim of sexual harassment, you may talk to or file a complaint with the Affirmative Action/Equal Opportunity Office, located in Old Main, Room 161, or call the office at 797-1266

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## Schedule of Assignments—Publication Production—Fall 2004

Note: This schedule is subject to change.

<b>Week 1</b>	<b>Topic, Activities, Due Dates</b>
Aug 30	Course Overview
Sept 1	Assign Job Posting Inventory
Sept 3	Finish Job Posting Inventory
<b>Week 2</b>	
Sept 6	<b>Labor Day Holiday</b>
Sept 8	<b>Job Posting Inventory Report due</b>
Sept 10	Field trip to Publication Design and Production
<b>Week 3</b>	
Sept 13	Share and discuss Job Posting Inventories
Sept 15	<b>On-line discussion of History of Printing and Prepress Processes on E-Reserve (or handout)</b>
Sept 17	Introduction to Publication Project Management Discuss Publication 1 Project 1 description assigned
<b>Week 4</b>	
Sept 20	Managing for quality A three-phase process model
Sept 22	<b>Project 1 Information Plan Due (at end of class)</b>
Sept 24	Setting up Style Sheets and Mockups
<b>Week 5</b>	
Sept 27	Work on Publication 1 <b>Hand in Mockup of publication</b>
Sept 29	Work on Publication 1
Oct 1	<b>Vocabulary Quiz on Printers' Terms (1)</b> Work on Publication 1
<b>Week 6</b>	
Oct 4	Work on Publication 1
Oct 6	Work on Publication 1
Oct 8	Work on Publication 1

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<b><u>Week 7</u></b>	
Oct 11	<b>Publication 1 due</b> Discuss collaboration and communicating with your team (handout or article on E-reserve)
Oct 13	Creating Project Standards Collaborative Publication assigned
Oct 15	Creating Project Standards
<b><u>Week 8</u></b>	
Oct 18	Type and Typographic Imaging Copy and Art Preparation Imaging for Graphic Arts (All E-reserve readings or handouts)
Oct 20	Storyboarding Publication 2 Postpress processes Developing the Project Plan for (Collaborative) Project 2 Client Report Assigned
Oct 22	Work on drafting the Client Report & Project Plan
<b><u>Week 9</u></b>	
Oct 25	Work on planning Publication 2 <b>Client Report due</b>
Oct 27	Work on planning Publication 2
Oct 29	Work on Project plan for Publication 2 Due
<b><u>Week 10</u></b> <b><u>Break</u></b>	
Nov 1	
Nov 3	
Nov 5	
<b><u>Week 11</u></b>	
Nov 8	Work on Publication 2 <b>Project Plan for Publication 2 due</b>
Nov 10	Work on Publication 2
Nov 12	Work on Publication 2
<b><u>Week 12</u></b>	
Nov 15	<b>Vocabulary Quiz on Printers' Terms (1)</b> Work on Publication 2
Nov 17	Work on Publication 2
Nov 19	Work on Publication 2
<b><u>Week 13</u></b>	
Nov 22	Evaluating the Publication Project Evaluating the Publication Process Evaluating the Publication Team
Nov 24	<b>Thanksgiving Holiday</b>
Nov 26	<b>Thanksgiving Holiday</b>
<b><u>Week 14</u></b>	
Nov 29	Work on Project 2
Dec 1	Work on Project 2
Dec 3	Work on Project 2
<b><u>Week 15</u></b>	
Dec 6	Work on Project 2
Dec 8	Work on Project 2
Dec 10	Last Day of Class
<b><u>Week 16</u></b> <b><u>Finals Week</u></b>	
<b>No final exam</b>	
Dec 13	<b>Project 2 due</b> (by 4:30 p.m. in my office)
Dec 13	<b>Project Evaluation due</b> (by 4:30 p.m. in my office)