

# ENGL 306 COURSE CALENDAR

## SPRING 2019

\*\*\*Course calendar is subject to change. Please check Blackboard for updates.

week	day	objective(s)	work due
1	M 1/7	<i>Syllabus, Expectations, Email Etiquette, Professional Ethos</i>	Come to class and introduce yourself!
	W 1/9	<i>What's Rhetoric Got to Do with It? (Introducing the Group Presentation + Library Resources)</i>	Losh, Alexander, Cannon & Cannon, <i>Understanding Rhetoric</i>
	F 1/11	<i>Introducing Module 1; Writing a Memo</i>	★★ <b>Writing Process Map due by 11:59pm on Sunday, 1/13</b>
2	M 1/14	<i>Defining Professional Writing's Situations and Exigencies</i>	Guest Lecture: Elliot Zirulnik (Communications Manager, Brevard Zoo) Bitzer, "The Rhetorical Situation"
	W 1/16	<i>How do we Conduct Research?</i>	Redish, <i>Letting Go of the Words</i> , pgs. 1–44
	F 1/18	<i>Writing Workshop: Generating Questions &amp; Inventing Ideas</i>	★★ <b>Module 1 Proposal Memo due by 11:59pm on Sunday, 1/20</b>
3	M 1/21	<i>MLK, Jr. Day</i>	<b>NO CLASS</b> —Celebrate civil rights
	W 1/23	<i>Research &amp; Ethics</i>	Redish, <i>Letting Go of the Words</i> , pgs. 45–100
	F 1/25	<i>Writing Workshop: Drafting Content</i>	★★ <b>Module 1 Progress Report Memo due by 11:59pm on Sunday, 1/27</b>
4	M 1/28	<i>PW Workplaces</i>	Anson & Forsberg, "Moving Beyond the Academic Community: Transitional Stages in Professional Writing"
	W 1/30	<i>Writing Workshop: Advanced Type &amp; Design Features in Word</i>	Redish, <i>Letting Go of the Words</i> , pgs. 101–149
	F 2/1	<i>Thinking about Users &amp; Generating Personas</i>	User-centered design readings TBA
5	M 2/4	<i>Writing Workshop: Document Accessibility</i>	Pick a chapter of <i>Rhetorical Accessibility</i> (ed. Lisa Meloncon, available to read online through Purdue Libraries) to write a reflection before class ★★ <b>Rhetorical Accessibility reflection due by 10:30am</b>
	W 2/6	<i>Copyright &amp; Intellectual Property</i>	Aoki, Boyle & Jenkins, "Bound By Law"

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	F 2/8	<i>Writing Workshop: Peer Review of Mod 1</i>	Bill Hart-Davidson: <a href="#">"Describe, Evaluate, Suggest"</a> ★★ <b>Bring a digital copy of your Module 1 report draft to class for peer review</b>
6	M 2/11	<i>Introducing Module 2; Creating External Communication</i>	Guest Lecture: Amelia Wilde (novelist and former freelance editor) ★★ <b>Final Module 1, with Reflective Memo, due by 11:59pm on Tuesday, 2/13</b>
	W 2/13	<i>Press and Media Releases</i>	Redish, <i>Letting Go of the Words</i> , pgs. 189–195 (Interlude 3: "The New Life of Press Releases")
	F 2/15	<i>Writing Workshop: Canva &amp; Piktochart</i>	
7	M 2/18	TBA	
	W 2/20	TBA	
	F 2/22	<i>Peer Review of Mod 2</i>	
8	M 2/25	<i>Introducing Module 3; Creating Documentation</i>	Chong, "YouTube Beauty Tutorials as Technical Communication" Pflugfelder, "Reddit's 'Explain Like I'm Five:' Technical Descriptions in the Wild" ★★ <b>Final Module 2, with Reflective Memo, due by 11:59pm on Tuesday, 2/26</b>
	W 2/27	<i>Reviewing Documentation: The Good, The Bad, and The Ugly</i>	
	F 3/1	TBA	Redish, <i>Letting Go of the Words</i> , pgs. 253–258 (“Interlude 4: Legal Information Can Be Clear”)
9	M 3/4	TBA	
	W 3/6	<i>Peer Review of Mod 3 (User Testing Your Documentation)</i>	★★ <b>Bring two drafts of your documentation to class for peer review</b>
	F 3/8	<i>Writing Workshop: Documentation Revisions</i>	★★ <b>Final Module 3, with Reflective Memo, due by 11:59pm on Sunday, 3/10</b>
10	M 3/11	<i>Spring Break</i>	<b>NO CLASS</b> —Enjoy your time off!
	W 3/13	<i>Spring Break</i>	<b>NO CLASS</b> —Enjoy your time off!
	F 3/15	<i>Spring Break</i>	<b>NO CLASS</b> —Enjoy your time off!
11	M 3/18	<i>Introducing Module 4; Generating Interview Questions</i>	
	W 3/20	<i>Networking &amp; Professional Emails</i>	Dana Driscoll, "Primary Research" ★★ <b>Professional Email Exercise due by class time (10:30am) on Wednesday, 3/20</b>

week	day	objective(s)	work due
	F 3/22	<i>Writing Workshop: Research &amp; Making Contact</i>	<i>How to Make Sense of Any Mess</i> , Chapters 1 & 2 ★★ <b>Module 4 Proposal Memo due by 11:59pm on Sunday, 3/24</b>
12	M 3/25	<i>Displaying Information</i>	<i>How to Make Sense of Any Mess</i> , Chapters 3 & 4
	W 3/27	<i>Data Ethics</i>	Selections from <i>Dataclysm</i> (Rudder) and <i>Algorithms of Oppression</i> (Noble)
	F 3/29	<i>Writing Workshop: Drag-and-Drop Website Editors (Wix, Weebly, etc.)</i>	
13	M 4/1	<i>Visual Rhetoric, Design Principles, and Data Visualization</i>	<i>How to Make Sense of Any Mess</i> , Chapters 5, 6 & 7 Hicks, "Using Figures and Tables Effectively" Lau & Pan, "A 5-step guide to data visualization"
	W 4/3	<i>Web Usability Workshop</i>	Usability.gov's Web Usability Guidelines, Chapters 15, 16 & 18 Karwai Pun for Gov.UK, " <a href="#">Dos and don'ts on designing for accessibility</a> "
	F 4/5	<i>Peer Review &amp; Usability Testing: Module 4</i>	★★ <b>Module 4 Draft Due by Class Time (10:30am)</b>
14	M 4/8	<i>Introducing Module 5: Job Documents</i>	
	W 4/10	<i>Résumés: The Good, The Bad, and The Ugly</i>	★★ <b>Bring printed copies of 3 résumés to class for activity</b> ★★ <b>Final Module 4 Website and Reflective Memo due by 11:59pm</b>
	F 4/12	<i>Document Design</i>	
15	M 4/15	<i>Skills Inventory: Exploding Your Résumé</i>	
	W 4/17	<i>Cover Letters</i>	★★ <b>Skills Inventory Worksheet due by 11:59pm</b>
	F 4/19	<i>Interviews &amp; Pitching Yourself: Working on Pitches Together</i>	
16	M 4/22	<i>Job Document Peer Review</i>	★★ <b>Bring 2 printed copies each of your résumé and cover letter to class for peer review</b>
	W 4/24	<i>Elevator Pitch Practice</i>	
	F 4/26	<i>Final Class Day: Feasting, Celebrating &amp; Reflecting</i>	
Finals		<i>Finish your work</i>	★★ <b>Final Module 5 Portfolio due by 11:59pm on Tuesday, 4/30</b>