

San José State University
Department of Design
DSGN 100W, Writing Workshop: Design
Section 5, Spring 2019

Instructor: Steven Domingo

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Office Hours: T/R from 12:00 - 1:00 pm or by appointment

Class Days/Time: T/R 10:30 - 11:45 pm

Classroom: Boccardo Business Center 205

Prerequisite: Completion of GE Core, English 1A and 1B with a C or better, Writing Skills test, upper division standing (60 units)

Course Description

Writing Workshop: Design is an upper division writing course that focuses on types of writing relevant to designers and other visual arts professionals. Our goal is to develop proficiency in the research, reading, and writing strategies you will find useful in your career. We will emphasize the writing process including revising, editing, and proofreading. You can expect a wide range of activities including analyzing your own writing, evaluating peer and professional writing, understanding the importance of drafting, editing, and organizing, improving your awareness and attaining mastery of different writing styles for both professional and general audiences and exploring the relationship between seeing and writing.

Course Goals

From the SJSU General Education Guidelines. Students shall write complete essays that demonstrate college-level (professional) proficiency. Students shall be able to:

Refine the competencies established in Written Communication 1A and 1B.

Express (explain, analyze, develop, and criticize) ideas effectively including ideas

encountered in multiple readings and expressed in different forms of discourse.

Organize and develop essays and documents for both professional and general audiences, including appropriate editorial standards for citing primary and secondary sources.

Course Learning Outcomes (CLO)

Every course is designed to fulfill specific learning outcomes. When you complete Writing Workshop: Design successfully you should have mastered the following student learning outcomes:

CLO1 Write with an understanding of the connection of writing to your creative process, critical thinking and design thinking.

CLO2 Write correctly, clearly and concisely.

CLO3 Develop a concept or thesis and advocate for it with a well structured, well reasoned argument.

CLO4 Organize and develop different types of design writing such as descriptions, critiques, reviews, persuasive arguments and professional documents.

CLO5 Proofread, comment and critique the writing of others.

CLO6 Understand and be comfortable with the dynamics of collaborative writing as a part of design thinking.

CLO7 Find and develop your own unique voice.

Required Readings and Textbooks

Good design writers are also avid readers. The more you read great writing, the more you will improve your own writing.

TEXTBOOK:

Understanding Rhetoric: A Graphic Guide to Writing by Elizabeth Losh, Jonathan Alexander, Kevin Canon, and Zander Canon

OTHER TEXTS:

There will be links added to the Course Schedule section of the syllabus to our additional readings.

Required Materials

This is a Technology Intensive Course

For this class you will need internet access by means of desktop, laptop, tablet, smartphone, etc. I highly recommend bringing a laptop to class as many of the activities will rely on the internet. If you need to a laptop, you may borrow one from the library. Martin Luther King Jr. Public Library has access to computers on the 3rd and 4th floors. There are also computers available for student use in Clark Hall.

Library Liaison

Aliza Elkin, Art Librarian for Design Department

Email: aliza.elkin@sjsu.edu

Phone: 408.808-2043

Course Format, Requirements and Assignments

Course instruction includes in-class writing, reading discussions, peer review, group work and presentations during class meeting times. You will be assigned weekly homework to do outside of class (3-6 hours per week) that includes reading, writing, research and layout projects. ***I will not accept late assignments unless you make an arrangement with me at least 1 week (7 days) before the due date.***

Major Assignments

- 1. Infographic Assignment: You will produce an infographic about an assigned topic. You get to choose from a list of topics.**

CLO1 Write with an understanding of the connection of writing to your creative process, critical thinking and design thinking.

CLO4 Organize and develop different types of design writing such as descriptions, critiques, reviews, persuasive arguments and professional documents.

CLO5 Proofread, comment and critique the writing of others.

CLO6 Understand and be comfortable with the dynamics of collaborative writing as a part of design thinking.

- 2. Advertisement Assignment: You will produce a mock advertisement of a product of your choice.**

CLO1 Write with an understanding of the connection of writing to your creative process, critical thinking and design thinking.

CLO2 Write correctly, clearly and concisely.

CLO3 Develop a concept or thesis and advocate for it with a well structured, well reasoned argument.

CLO6 Understand and be comfortable with the dynamics of collaborative writing as a part of design thinking.

CLO7 Find and develop your own unique voice.

3. Resume & Interview Assignment: You will be turning in a modern resume and answering common interview questions in front of the class.

CLO1 Write with an understanding of the connection of writing to your creative process, critical thinking and design thinking.

CLO2 Write correctly, clearly and concisely.

CLO4 Organize and develop different types of design writing such as descriptions, critiques, reviews, persuasive arguments and professional documents.

CLO5 Proofread, comment and critique the writing of others.

CLO6 Understand and be comfortable with the dynamics of collaborative writing as a part of design thinking.

CLO7 Find and develop your own unique voice.

4. Public Service Announcement Assignment: You will work with a group to create a PSA about an assigned topic. You get to choose from a list of topics.

CLO3 Develop a concept or thesis and advocate for it with a well structured, well reasoned argument.

CLO4 Organize and develop different types of design writing such as descriptions, critiques, reviews, persuasive arguments and professional documents.

CLO5 Proofread, comment and critique the writing of others.

CLO6 Understand and be comfortable with the dynamics of collaborative writing as a part of design thinking.

5. Website Portfolio: This project will be a culmination of all your earlier assignments arranged in the form of a website. Ideally you could use this

website as a jumping off point for your professional portfolio.

CLO1 Write with an understanding of the connection of writing to your creative process, critical thinking and design thinking.

CLO2 Write correctly, clearly and concisely.

CLO3 Develop a concept or thesis and advocate for it with a well structured, well reasoned argument.

CLO4 Organize and develop different types of design writing such as descriptions, critiques, reviews, persuasive arguments and professional documents.

CLO5 Proofread, comment and critique the writing of others.

CLO6 Understand and be comfortable with the dynamics of collaborative writing as a part of design thinking.

CLO7 Find and develop your own unique voice.

Minor Assignments

1. Warm Ups & Activities

CLO5 Proofread, comment and critique the writing of others.

CLO6 Understand and be comfortable with the dynamics of collaborative writing as a part of design thinking.

CLO7 Find and develop your own unique voice.

2. Drawing Conclusions (x9)

CLO5 Proofread, comment and critique the writing of others.

CLO6 Understand and be comfortable with the dynamics of collaborative writing as a part of design thinking.

CLO7 Find and develop your own unique voice.

Final Examination and Evaluation

Our final examination time is scheduled for Wednesday, December 18th, from 9:45AM-12:00PM. There will be no final exam. However, if you have any questions I will be available through email and messages on Canvas.

Grading Information

Major Assignments: 350 Total Points

1. Infographic: 50 Points total (10%)

Final Draft: 25 points

- 10 - Reflection (500 words)
- 5 - Layers of information
- 5 - Understandability
- 5 - Sources cited

Rough Draft: 25 points

- 5 - Complete mock-up or rough draft
- 5 - Annotated bibliography
- 5 x 3 - Peer review written feedback

2. Advertisement: 50 Points total (10%)

Final Draft: 25 points

- 10 - Reflection (500 words)
- 5 - Layers of information
- 5 - Understandability
- 5 - Sources cited

Rough Draft: 25 points

- 5 - Complete mock-up or rough draft
- 5 - Proposal (250 words)
- 5 x 3 - Peer review written feedback

3. Resume & Interview: 50 Points total (10%)

Final Draft & Hot Seat: 30 Points

- 10 - Clarity of information on resume & cover letter
- 10 - Reflection (500 words)
- 5 - Mock interview participation
- 5 - Fidelity of spoken answer to write-up

Rough Draft: 20 Points

- 5 - Cover letter, interview answers, & resume rough draft
- 5 x 3 - Peer review written feedback

4. Public Service Announcement Group Presentation: 50 Points total (10%)

General Presentation Group Grades: 25 Points

- 5 - Everyone presents a portion
- 5 - Within time limit
- 5 - Works Cited
- 10 - Reflection (500 Words)

Avg. Internal Group Grades: 10 Points

- 5 - Effort of contribution
- 5 - Communication with group

Avg. Audience Grades: 15 Points

- 5 - Clarity of information
- 5 - Cohesiveness of presentation
- 5 - Understandability of speakers

5. Website Portfolio: 150 Points total (30%)

- 30 - Reflection (1500 Words)
- 10 - Updated resume
- 10 - Updated infographic
- 10 - Updated advertisement
- 10 - Includes all reflections
- 10 - Includes group presentation
- 10 - Short biography & contact info
- 10 - Clarity of information
- 10 - Ease of navigation
- 10 - Cohesiveness of portfolio
- 10 - Presentation within time limit
- 10 - Understandability of speaker
- 10 - Organization

Minor Assignments: Total Points: 150

This will be your participation grade. The assigned question will be announced in class. To get full points, you must turn in a thoughtful response that adequately answers the prompt

1. Warm Up Exercises : 5 Points Each (%)
2. Drawing Conclusions (x9): 10 Points Each (%)
 - 4 - Your written response
 - 2 x 3 - Commenting on other people's posts

FINAL GRADE: 50 + 50 + 50 + 50 + 150 + 60 + 90 = 500 Points Possible

Excellent	A+ 97-100	A 93-96	A- 90-92
Above Average	B+ 87-89	B 83-86	B- 80-82
Average	C+ 77-79	C 73-76	C- 70-72
Below Average	D+ 67-69	D 63-66	D- 60-62

Failing	F 0-59		
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Classroom Protocol

Active participation in class activities is a significant factor in your success in art and design. Active learning facilitates your intellectual growth, skill enhancement, encourages you become a life long learner and most importantly, it will help you become a successful artist and designer. If there is anything that might inhibit your ability to participate fully, please let your instructor know as soon as possible.

You are expected to be on time to class every day. Arriving late without approval is disrespectful and can hurt your participation grade for that day. Cell phones, tablets, and laptop use can be disruptive and inconsiderate to your classmates and your instructor so use them only when part of a planned in-class activity. If personal issues require you to leave your phone on, please make arrangements prior to class.

University Policies

SJSU's Office of Graduate and Undergraduate Programs maintains university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. You may find all syllabus related University Policies and resources information listed on GUP's Syllabus Information Web Page at <http://www.sjsu.edu/gup/syllabusinfo/>.

Academic Integrity

The University Academic Integrity Policy S07-2 at <http://www.sjsu.edu/senate/docs/S07-2.pdf> requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. You can find the Student Conduct and Ethical Development policy at the following address - <http://www.sjsu.edu/studentconduct/>.

Plagiarism - We have ZERO tolerance for academic dishonesty. Cheating on exams or plagiarizing the work of others will result in a failing grade and sanctions by SJSU. For DSGN 100W each student this means that you are expected to write all assignments in their own words and give proper credit to ideas that were borrowed from others in footnotes and bibliographies. You are fully accountable for understanding plagiarism policies. To learn more about what plagiarism is and how to avoid it, go to the following

website: <http://tutorials.sjlibrary.org/tutorial/plagiarism/index.htm>

The SJSU Catalog defines plagiarism as follows:

1.2.1 Plagiarism. At SJSU, plagiarism is the act of representing the work of another as one's own (without giving appropriate credit) regardless of how that work was obtained, and submitting it to fulfill academic requirements.

Plagiarism at SJSU includes but is not limited to: 1.2.2 The act of incorporating the ideas, words, sentences, paragraphs, or parts thereof, or the specific substance of another's work, without giving appropriate credit, and representing the product as one's own work,

and

1.2.3 Representing another's artistic/scholarly works such as musical compositions, computer programs, photographs, paintings, drawing, sculptures or similar works as one's own. (see <http://info.sjsu.edu/static/catalog/policies.html> - Student Responsibilities - Discipline - Policy on Academic Dishonesty - 1.0 Definitions of Academic Dishonesty)

Student Writing Resources

You cannot do your best writing all alone, so reach out to the SJSU Writing Center for help. They are located in Suite 126 in Clark Hall and staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. Email the Writing Center staff at <http://www.sjsu.edu/writingcenter/about/staff/>.

Student Technology Resources

You will need a computer, tablet or smartphone and the internet to access the Canvas site. All students should have their own computer with the required software (Adobe CS, Solidworks, MS Office). Adobe Creative Suite licenses are available through the SJSU Adobe software program for faculty, staff, and students. Adobe Creative Suite 6 Design and Web Premium are available via download at <http://its.sjsu.edu/services/adobe/> (Photoshop CS6 Extended, Illustrator CS6, InDesign CS6, Dreamweaver CS6, Flash® Professional CS6, Fireworks® CS6, Acrobat® X Pro, Bridge CS6, Media Encoder CS6.)

Also, you might find canva.com helpful as a resource. Create a free account to use all of

their graphic design templates and resources.

Wordpress.com and Wix.com are two free website building tools. Wordpress is an open-source and more customizable, while Wix is template based but easier to navigate.

Course Schedule

Schedule is subject to change with fair notice in class or via notice on Canvas.

Week	Date	Topics, Activities, Readings, Assignments
1	1/24	Thursday: <ul style="list-style-type: none"> ● Writing Questionnaire ● Syllabus ● What is multimodal?
2	1/29 1/31	Tuesday: <ul style="list-style-type: none"> ● Multimodal Practice <ul style="list-style-type: none"> ○ The Story of OJ <ul style="list-style-type: none"> ■ Visual ■ Lyrics ■ Samples ● Infographic Assignment Thursday: <ul style="list-style-type: none"> ● Rhetorical Situations READ: Understanding Rhetoric Spaces for Writing (pages 1-33) ● Texts vs Emails
3	2/5 2/7	Tuesday: <ul style="list-style-type: none"> ● Drawing Conclusions Introduction ● Different kinds of infographics <ul style="list-style-type: none"> ○ Taking a position ○ Sources Thursday: <ul style="list-style-type: none"> ● Infographic Assignment Workshop ● READ: Understanding Rhetoric Why Rhetoric? (pages 38-67)
4	2/12	Tuesday:

	2/14	<ul style="list-style-type: none"> ● Infographic Assignment DUE ● Drawing Conclusions Issue 1 ● Advertising campaigns <ul style="list-style-type: none"> ○ Ethos, Pathos, Logos ● Advertisement Assignment <p>Thursday:</p> <ul style="list-style-type: none"> ● <i>READ:</i> Understanding Rhetoric Strategic Reading (pages 72-115) ● Advertisement campaigns <ul style="list-style-type: none"> ○ Print, video, audio ● Understanding your audience
5	2/19 2/21	<p>Tuesday:</p> <ul style="list-style-type: none"> ● Drawing Conclusions Issue 2 ● Advertisements <p>Thursday:</p> <ul style="list-style-type: none"> ● Advertisement Proposal DUE ● Pitch Workshop
6	2/26 2/28	<p>Tuesday:</p> <ul style="list-style-type: none"> ● Drawing Conclusions issue 2 DUE ● Clashing campaigns <ul style="list-style-type: none"> ○ Narrative contexts <p>Thursday:</p> <ul style="list-style-type: none"> ● Advertisement Assignment Workshop
7	3/5 3/7	<p>Tuesday:</p> <ul style="list-style-type: none"> ● Advertisement Assignment DUE ● Worst Job Interview ● <i>READ:</i> Understanding Rhetoric Writing Identities (pages 120-149) ● Drawing Conclusions Issue 3 <p>Thursday:</p> <ul style="list-style-type: none"> ● Resume & Interview Assignment
8	3/12	<p>Tuesday:</p> <ul style="list-style-type: none"> ● Resume Formats ● Drawing Conclusion Issue 3 DUE

	3/14	Thursday: <ul style="list-style-type: none"> ● Resume and Interview Assignment Workshop
9	3/19	Tuesday: <ul style="list-style-type: none"> ● Resume and Interview Assignment Due ● Interview Presentations <ul style="list-style-type: none"> ○ Dress formally
	3/21	Thursday: <ul style="list-style-type: none"> ● Interview Presentations <ul style="list-style-type: none"> ○ Dress Formally ● Choose Groups for PSA Assignment
10	3/26	Tuesday: <ul style="list-style-type: none"> ● PSA Sign-Up Sheet ● <i>READ:</i> Understanding Rhetoric Argument: Beyond Pro and Con (pages 154-189) ● Drawing Conclusions Issue 4
	3/28	Thursday: <ul style="list-style-type: none"> ● PSA Workshop Day
11	4/2	Tuesday: <ul style="list-style-type: none"> ● NO SCHOOL
	4/4	Thursday: <ul style="list-style-type: none"> ● NO SCHOOL
12	4/9	Tuesday: <ul style="list-style-type: none"> ● 4 Your Eyez Only ● Drawing Conclusions Issue 4 DUE ● <i>READ:</i> Understanding Rhetoric Composing Together (pages 194-215) ● Drawing Conclusions Issue 5
	4/11	Thursday: <ul style="list-style-type: none"> ● PSA Assignment Workday

13	4/16	Tuesday: <ul style="list-style-type: none"> ● PSA Presentations ● Drawing Conclusions Issue 5 DUE ● <i>READ</i>: Understanding Rhetoric Research: More than Detective Work (pages 220-255) ● Drawing Conclusions Issue 6
	4/18	Thursday: <ul style="list-style-type: none"> ● PSA Presentations ● Website Portfolio Assignment
14	4/23	Tuesday: <ul style="list-style-type: none"> ● Drawing Conclusions Issue 6 DUE ● <i>READ</i>: Understanding Rhetoric Rethinking Revision (pages 260-285) ● Drawing Conclusions Issue 7
	4/25	Thursday: <ul style="list-style-type: none"> ● Updated Assignments Workshop
15	4/30	Tuesday: <ul style="list-style-type: none"> ● Drawing Conclusions Issue 7 DUE ● <i>READ</i>: Understanding Rhetoric: Going Public (pages 291-319) ● Drawing Conclusions Issue 8 ● Reflection & Journal Catch Up
	5/2	Thursday: <ul style="list-style-type: none"> ● Website Portfolio Work Day ● Drawing Conclusions Issue 8 DUE
16	5/7	Tuesday: <ul style="list-style-type: none"> ● Website Portfolio Due ● Presentations
	5/9	Thursday: <ul style="list-style-type: none"> ● Presentations
17	5/15	Wednesday: 9:45AM - 12:00PM