Faculty Web Page and CanvasMessaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can often be found on the course Canvas page. You are responsible for regularly checking with the messaging and announcement system through MySJSU and Canvas to learn of any updates.

Please familiarize yourself with the system so that you can turn in assignments on time. "I didn't see that assignment," "I don't know how it works," and, "It was only one minute late and it wouldn't let me submit the assignment!" are not acceptable excuses.

Contacting me: Contact me through Canvas. Ask questions well ahead of when you would like a response (24-48 hours before), and keep in mind that 1) I will not see your desperate 2:00 am message, and 2) I am generally unavailable over the weekends except to post updates. Remember to sign your name at the end of the message and put the course name/number in the subject line. Also, remember that I am your instructor, not your Facebook friend, so your language should be appropriate and professional.

Note: All messages that do not demonstrate professionalism (e.g. ones that start with "Hey.") will not get a response.

Course Description

Writing Workshop: Design is an upper division writing course that focuses on the 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:

1. refine the competencies established in Written Communication 1A and 1B.
2. express (explain, analyze, develop, and criticize) ideas effectively including ideas encountered in multiple readings and expressed in different forms of discourse.
3. 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 Texts

- No textbook required; all reading material can be found on Canvas.
- Unless stated otherwise, you are required to have laptops/tablets with keyboards in class to do work.

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 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.
- The Canvas app on your phone: all announcements, grades, assignments will be posted on Canvas. For example, if I cancel class last minute, you’d want to know and the only way you can be sure you’d find out will be through a Canvas notification on your phone. Additionally, all co

Library Liaison

Gareth Scott, Art Librarian for Design Department
Course Format, Requirements and Assignments

<table>
<thead>
<tr>
<th>UNIT</th>
<th>PROJECT NAME</th>
<th>CLO</th>
<th>WORD COUNT</th>
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<tr>
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<td>PEER REVIEWS</td>
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<td>WARM-UPS</td>
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<td><strong>8000</strong></td>
<td><strong>500</strong></td>
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</table>

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.

**Assignment Format:** All assignments should be typed in 12-point font, one-inch margins, in Times New Roman font, and MLA format. All these things must meet MLA Format. Improperly formatted papers will lose points. Any handwritten assignments should be in blue or black ink. No pencil!

**Formatting Resource:** Owl Purdue Online Writing Lab
(https://owl.english.purdue.edu/owl/resource/747/01/)
Major Assignments

1. **Product Review Assignment**: You will produce two mini-reviews for two different products. One will be a positive review; the other will be a negative review.

2. **Resume, Cover Letter, & Interview Assignment**: You will be turning in a modern resume and answering common interview questions in front of the class.

3. **Manifesto**: This project will be a culmination of all your earlier projects, in this class or otherwise, arranged in the form of a website. Ideally you could use this website as a jumping off point for your professional portfolio.

Minor Assignments

**Google Notes**: Collective Notetaking points will be assigned to your group for every major assignment.

- Your group will start with full points at the beginning of the semester.
- You will form small groups and share Google Doc of in-class notes.
- Each group member will have a different highlight color.
- Everyone will contribute notes to the document.
- If you have any questions on assignments, you must check this document.
- Your question may be answered by your peers.
- If it is not answered by a peer, you may ask me. **CHECK NOTES FIRST.**
- If you ask me a question that can be answered by your notes, **YOUR WHOLE GROUP’S GRADE WILL SUFFER.**
- If one person in the group is not contributing to the notes, and the group informs me, then **THAT PERSON’S GRADE WILL SUFFER.**

**Warm-Up Exercises**: The prompt will only be given during class. The assignment on Canvas itself will be open until midnight on the day the prompt is given.

**In-Class Activities**: If you miss class on the day an activity is given, that assignment **CANNOT BE MADE UP.**

**Peer Review**: One of the most important steps in the writing process is evaluating the work of your peers. Identifying the pros and cons of other writers will help you do the same for your own writing. For your first two projects, you will be given time to read your peers' work, as well as have them read yours. As with in-class activities, if you are not present in class on the day of the peer review, **that is a zero.** If you have not submitted your rough draft by the start of the Peer Review day, **that is a zero.**

No extra credit will be offered in this class.

Grading Information

**Grading Policy**:

An “A” essay is organized and well-developed, demonstrating a clear understanding and fulfillment of the assignment, written in a unique and compelling voice. It will show the student’s ability to use language effectively with a solid command of grammar, mechanics, and usage.
A “B” essay demonstrates competence in the same categories as an “A” essay, but it may show slight weakness in one of these areas. It will respond to the topic suitably and may contain some grammatical, mechanical or usage errors.

A “C” essay will complete the requirements of the assignment, but it will show weaknesses in fundamentals, such as development. It may show weakness in mastery of grammar, mechanics, usage, or voice.

A “D” essay will neglect to meet all the requirements of the assignment or may be superficial in its treatment of the topic. It may lack development or fail to stay on topic. It may contain grammatical, mechanical, and/or usage errors that interfere with reader comprehension.

An “F” essay does not fulfill the requirements of the assignment.

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<th>Grade</th>
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<td>100-97</td>
<td>A</td>
<td>96-94</td>
<td>A-</td>
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<tr>
<td>B+</td>
<td>89-87</td>
<td>B</td>
<td>86-84</td>
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<td>C+</td>
<td>79-77</td>
<td>C</td>
<td>76-74</td>
<td>C-</td>
<td>73-70</td>
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<tr>
<td>D</td>
<td>69-60</td>
<td>F</td>
<td>59 or lower</td>
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</table>

I use conventional rounding methods when determining percentages. 0.1 to 0.4 means I round down. 0.5 to 0.9 means I round up.

I do not round up whole percentages. For example, if your total percentage at the end of the semester is 89.2%, that rounds down to 89%, which is a B+. Do not message me at the end of the semester to ask me to round up to an A-.

Your grade on Canvas is NOT accurate. Your grade on Canvas will ALWAYS be higher than your actual grade. This is because it includes things I do not wish included, like attendance. I will send out grade reports throughout the semester with your most accurate grade. Do not message me at the end of the semester asking why you got a lower grade than is shown on Canvas.

If you have any questions about your grade for an assignment, you have two weeks from the date it’s posted to make an appointment with me during office hours to ask me about it. Any later, and it’s too late. Do not ask me at the end of the semester about an assignment from the beginning of the semester. Exceptions for this will be for your final assignment and final grade because I have about two weeks after the final meeting to get your grades in. So for the final grades, you have one week to ask me.

Keep in mind, you need a C or higher to pass this class. Any lower and you have to retake it. If you are a senior, this will affect your graduation plans.

Course Protocol
Submissions: I will only accept submissions on Canvas. No email. No hardcopy. No sharing via Google. If I do not receive a submission from you on Canvas before the deadline, that is a zero. It is your responsibility to make sure your submission went through. It is not my responsibility to seek you out and remind you. Excuses like “I wrote my response in my notebook but I forgot to type it up and submit it on Canvas” or sending me your Google doc history will not be acceptable excuses. Once again: if I do not have a submission from you ON CANVAS, that is a zero.

Late Policy: The prompt for warm-ups will only be given in class. You have until midnight of that day to submit your response. For in-class activities, if you are not in class, that will be a zero. If you are not present for a presentation, that is a zero. For major assignments, you will lose 10 points from your overall grade every day it is late for three days. After that, it is a zero. Requests for extensions will be treated case-by-case.

Participation: If you are not in class, you cannot participate. What qualifies as participation: asking good questions; listening carefully and courteously to both me—your instructor—and your fellow classmates; having something to contribute to the class discussions about assigned texts; sharing the floor; coming prepared with required materials and assignments. What does not qualify as participation: sleeping; staring; asking for repeated instructions; dominating discussions; making small talk; studying for another class; texting; going to the restroom. Time your bathroom breaks around class.

If you miss class, it is your responsibility to contact a classmate or consult your group’s Google Docs to ask about assignments. Coming to me with questions should be your last option. (And it could cost your group their Google Note points.)

Attendance: If you miss a class (or know you will miss a class ahead of time) it is your responsibility to contact a classmate for notes, assignments, etc. Do not contact me and ask what you missed—the full list of readings is available to you in this syllabus and on Canvas. As stated previously: if you miss in-class activities, you cannot make it up. This is a college course, so if you miss a class it doesn’t matter much why. If you miss class, you’re missing valuable information. (One of the most inconsiderate things you could ask a professor is “Did I miss anything important?” Don’t do it.) Arrive on time to each class and stay until the end of class. You should attend all meetings of this class, not only because you are responsible for material discussed in class, but because active participation is essential to ensure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.

Special Treatment: In life, there will always be unexpected issues: illnesses, family emergencies, work, etc. These things happen. When they happen, students will inevitably ask for leniency on deadlines and grading. Unfortunately, if I make special exceptions for some students, it would be unfair to those who are in class and participating.

You are in college, so your academics should take priority. I understand that sometimes putting your studies first can be nearly impossible. Therefore, for larger assignments, I will work with you as the problems arise to help you keep up, but I will not excuse you from those assignments. (However, as stated before, for smaller assignments, I will not accept late work if you were not present in class on the day of the assignment.) You have to learn how to navigate challenges rather than avoid responsibility.
**Electronics:** Laptops or tablets are required for all class sessions as all of your readings and assignments will be online. Obviously, you shouldn’t be on Facebook, Tumblr, Instagram, etc. Cell phones are not allowed in class and must be turned off and put away in your bag. If I see you on your phone or if I see that you’re looking at something not related to class, you will lose all points for any in-class assignment for the day. I will assume that if you are staring at your hands in your lap, you are texting.

**Food:** Yes, water, coffee, tea, and soda are permitted. “Quiet” snacks that do not interfere or disrupt class are also permitted. No, you may not bring whole meals or anything with a crunch or a smell, such as cheeseburgers, burritos, or bowls. No, you may not eat chips. Clean up if you spill something.

**Consideration:** We will discuss some topics and view some material which may be considered controversial. Remember that this classroom is a safe place to explore ideas, and make sure that you, personally, are doing your part to make sure that the classroom continues to be a safe place where we respect each other. When reviewing other students’ work or responding to other students' comments, remember that your purpose here is to help fellow classmates become better writers (and to let them help you!). Do not take cheap shots at anyone in class.

*If you are a repeat offender for any of the issues listed above, I will ask you to leave.*

**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/](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](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/](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](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](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/](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/](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](http://canva.com) helpful as a resource. Create a free account to use all of their graphic design templates and resources.

[Wordpress.com](http://wordpress.com) and [Wix.com](http://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.

Please refer to the Syllabus Contract once you are done reading through this.

**Course Schedule**

**Note**: The schedule is subject to change with fair notice in class or via notice on Canvas.

All assignments are due on Canvas by 11:59 on the due date. **NO SUBMISSION = ZERO**

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<tr>
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<td>● Writing Questionnaire ● Syllabus Walkthrough &amp; Contract</td>
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<td>1</td>
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<td>● Product Review Prompt ● Form Google Groups ● Features vs Benefits</td>
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<td>● Ad campaigns ● Narrative ● Last day to drop without a W</td>
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<td>● Rough Draft Due ● Peer Review</td>
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<td>2</td>
<td>2/11</td>
<td>● Positive &amp; Negative Review Analysis</td>
<td>2/13</td>
<td>● <a href="http://example.com">The Poisoned Fish</a></td>
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<td>● Final Product Review due ● Prompt &amp; Intro Resume, Cover Letter, &amp; Interview ● Finding Jobs</td>
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<td>● Cover Letter Analysis</td>
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| 6  | 3/3  | ● Anecdote Day 1  
    ● Personal Narratives | 3/5  | ● Anecdote Day 2 |
| 7  | 3/10 | ● Peer Review  
    ● Rough Draft (CL&R) due | 3/12 | ● Interview Tips & Tricks  
    • Request Letters  
      ○ Text vs Email  
      ○ Audience |
| 8  | 3/17 | ● Public Speaking Tips  
    ● Public Speaking  
    ● Relating back to anecdotes  
    ● Final CL & Resume Reflection Due | 3/19 | ● Interview Answers Due  
    ● Practice Interviews Workshop |
| 9  | 3/24 | ● Interviews | 3/26 | ● Interviews |
| 10 | 3/31 | SPRING BREAK | 4/2  | SPRING BREAK |
| 11 | 4/7  | ● Prompt & Intro for Manifesto  
    ● Examples  
    ● Join Groups | 4/9  | ● Creative process |
| 12 | 4/14 | ● Brainstorm on manifesto aims | 4/16 | ● Company Analysis Day |
| 13 | 4/21 | ● Finalizing manifesto points  
    ● Wix | 4/23 | ● GROUP WORK DAY  
    ● SWAG discussion |
| 14 | 4/28 | ● WORK DAY  
    ● Individual Portfolio  
    ● Design Portfolio Review | 4/30 | ● WORK DAY |
| 15 | 5/5  | ● GROUP WORK DAY  
    ● Mini-conferences | 5/7  | PRESENTATIONS |
| 16 | 5/12 | PRESENTATIONS  
    LAST DAY OF CLASS  
    Final Reflection Due on Canvas |