

2209F - 001 Visual Information Packaging: Document Design

Fall 2013

Section: #001**Time/Room: Monday 1:30-4:30****UC-2****Instructor: Patrick M. Kennedy****Email: pkenned4@uwo.ca****Office: Lawson Building - Room 3270****Office Hours: Tuesday 1:30 am - 3:30 pm or by appointment****Course Objectives**

The personal computer has revolutionized the production and dissemination of information making it possible for a single individual to perform all the functional roles (writer, editor, graphic artist, designer, printer, publisher) previously performed by skilled and experienced specialists. This course examines information production and document design as an amalgam of skills and tools intended to communicate information clearly and effectively whether the information is presented on the printed page or the digital screen. We will examine the elements that constitute the packaging of effective visual communication, the goal being to develop good visual language skills to create information products that are meaningful and useful to the reader, accomplish their information and/or persuasive purpose(s), and appropriately consider the context in which the reader/user encounters the information.

More generally, the course aims to contribute to your development of an “ability to communicate information, arguments, and analyses accurately and reliably, orally and in writing to a range of audiences.” (Ontario Council of Academic Vice-Presidents’ statement on ‘University Undergraduate Degree Level Expectations’ 24 October 2005).

Required Texts

- Course Pack (Available from The Bookstore at Western <http://www.bookstore.uwo.ca/>)
- Kostelnick, Charles and David D. Roberts. *Designing Visual Language: Strategies for Professional Communicators*. Massachusetts: Allyn & Bacon, 2011. Second Edition.

Recommended (but not required)

Lupton, Ellen. *Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students*. New York: Princeton Architectural Press, 2004. Copy on reserve at D.B.Weldon Library.

Course Requirements

In-class exercises	15
Quizzes based on course readings (2)	15
Assignment #1 (Idea File Analysis)	15
Assignment #2 (Reformatted Idea File Analysis)	20
Assignment #3 (3-Part Reformatted Document Project)	35

In addition to submitting final drafts on the due date for each assignment, you are required to bring three (3) drafts of Assignment 3.2 and 3.3 to class for each of the scheduled peer-review sessions. Failure to

attend a scheduled peer-review session with a draft sufficiently complete (in your instructor's opinion) to permit meaningful review, or to participate actively in the peer-review session, **will** result in the earned mark for that assignment being reduced by 10%. In other words, an assignment that would have earned a 78, for example, will receive instead a recorded grade of 70. This penalty will be applied in addition to any other penalties incurred (e.g., for late submission).

Assignment Format

If essays are submitted on paper, they are to be typed, double-spaced, and stapled.

All assignments must have your name, course name, section number, and instructor's name on the first page.

When using sources in a paper, you will be expected to follow MLA, APA, or CMS standards for documentation, detailed in *The Canadian Writer's Handbook*, sections 37a, 37b, and 37c.

Submitting Assignments

Assignments are due in-class on the date specified on the schedule. Late essays will be penalized 3% per day unless your instructor has emailed you to grant an extension. You must apply for extensions ahead of the due date; they are not automatic.

Your instructor will advise you at the beginning of term of her/his preferences as to assignment submission (paper, electronic, or both) for grading purposes. ***Note, however, that in this course you will be required to submit the final version of each of your essays electronically, through Sakai, to turnitin.com.***

If necessary, please submit essays to the Writing Department Drop Box outside Lawson Hall Room 3270, making sure you include your instructor's name and your section number. However, do not

- fax assignments
- e-mail assignments

Keep copies of all assignments submitted.

Attendance policies

Attendance is required to improve as a writer. If you miss more than six hours of class meetings (the equivalent of two weeks of class meetings), your final grade will be penalized a full letter grade (e.g., an earned grade of 80% would be reported as a 70%); if you miss more than nine hours of class meetings, you will not be given a passing grade for the course.

This policy will only be waived for medical or compassionate reasons. If you have good reasons for waiving an absence of one class meeting, discuss these with your instructor within one week of that absence. If your absence is extended and prolonged (over one week of continuous non-attendance), then you should discuss it with your academic advisor in your home faculty, who may require documentation. That advisor may then contact all of your instructors.

Note: a class meeting missed in order to write a test, exam, or other form of 'make-up class' in another course **will** count as non-attendance, and **will** attract penalties as defined above if applicable. Instructors at Western University **shall not require** a student to write a make-up test or similar at times which conflict with that student's other scheduled class times. If you are asked or 'required' to do this, you should immediately contact an academic counsellor in your Dean's office. If you elect to miss a class in order to write such a test, that is **your** choice; your absence will not be excused.

See also: 'Medical Accommodation Policy' below.

Scholastic Offences, including Plagiarism

The University Senate requires the following statements, and Web site references, to appear on course outlines:

“Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: <http://www.uwo.ca/univsec/handbook/appeals/scholoff.pdf>.

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage of text from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy as above).

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).”

Prerequisites

The University Senate requires the following statement to appear on course outlines:

“Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.”

The prerequisite for registration in this course is a) a final grade of 65 or more in one of Writing 2101, 2121, 2111, or 2131, or b) a final grade of 85 or more in Writing 1000F/G, or c) Special Permission of the Program.

Medical Accommodation Policy

For UWO Policy on Accommodation For Medical Illness, see:

<http://www.uwo.ca/univsec/handbook/appeals/medical.pdf>

(downloadable Student Medical Certificate (SMC): <https://studentservices.uwo.ca> under the Medical Documentation heading)

Students seeking academic accommodation **on medical or other grounds** for any missed tests, exams, participation components and/or assignments **worth 10% or more of their final grade** must apply to the Academic Counselling office of their home Faculty and provide documentation. Academic accommodation on medical grounds cannot be granted by the instructor or the Program in Writing, Rhetoric, and Professional Communication, and the Program requires students in these circumstances to follow the same procedure when seeking academic accommodation on non-medical (i.e. non-medical compassionate or other) grounds.

Students seeking academic accommodation **on medical grounds** for any missed tests, exams, participation components and/or assignments **worth less than 10% of their final grade** must also apply to the Academic Counselling office of their home Faculty and provide documentation. Where in these

circumstances the accommodation is being sought on **non-medical grounds**, students should consult in the first instance with their instructor, who may elect to make a decision on the request directly, or refer the student to the Academic Counselling office of their home Faculty.

Students should also note that individual instructors are not permitted to receive medical documentation directly from a student, whether in support of an application for accommodation on medical grounds, or for other reasons (e.g. to explain an absence from class which may result in a grade penalty under an 'Attendance' policy in the course). **All** medical documentation **must** be submitted to the Academic Counselling office of a student's home Faculty.

Students who are in emotional/mental distress should refer to MentalHealth@Western:
<http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

Special Requests: Special Examinations, Incomplete Standing, Aegrotat Standing

Please refer to the "Information for All Students in a Writing Course" for more detailed information.

Briefly, remember that your instructor does not have the discretion to initiate, consider, or grant (or not) such requests; you must go directly to the Dean's office of your home faculty.

Writing 2209F - Class Meeting Schedule, Meeting Focus, and Course Readings

Date	Meeting Focus	Readings
Week 1 Sept 9	Course Introduction The Fundamentals	- Course Pack (CP) or "Resources" (WebCT) "Wanted: A renaissance in print advertising" by David Ogilvy
Week 2 Sept 16	Historical Perspective: How We Got Here	- (CP) "From Printshop to Desktop"
Week 3 Sept 23	Help Readers, Help Yourself	- Designing Visual Language (DVL 3-41) "Rhetorical Background"
Week 4 Sept 30	What Readers Want QUIZ #1 Assign. #3.1 <u>DUE</u> (Outline & Bibliography)	- (CP) "Reading as a Goal Driven Behavior" - Online < http://proquest.umi.com.proxy1.lib.uwo.ca > "A Footnote Kicks Him": How Books Make Readers Work"
Week 5 Oct 7	Visual Rhetoric Assignment #1 <u>DUE</u>	- (DVL 78-101) "Visual Analysis" - (DVL 109-48) "Linear Components" - (DVL 201-41) "Non-Linear Components"
Week 6 Oct. 21	Human Perception I PEER REVIEW Assign. #3.2 (Essay)	- (DVL 46-73) "Perception and Design" - (CP) "Psychology and the Graphic Message"
Week 7 Oct 28	Human Perception II	- (CP) "Coherence: Visual structure and unity"
Week 8 Nov 4	Text Fields by Design QUIZ #2 Assign. #3.2 <u>DUE</u> Essay	- (CP) "Text" - (DVL 149-97) "Text Fields"
Week 9 Nov 11	Formatting Decisions Assignment #2 <u>DUE</u>	- (DVL 293-327) "Pictures"
Week 10 Nov 18	Grids Solve Problems PEER REVIEW Assign. #3.3 (Reformat)	- (CP) "Grid and Design Philosophy" - (DVL 165-67): "Columns," "Field Grids," "Graphic Elements"
Week 11 Nov 25	Developing Design Sensitivity	- On-line < http://proquest.umi.com.proxy1.lib.uwo.ca > "Educating the designer's eye" - (DVL 337-76) "Supra-Level Elements: Design for Usability"
Week 12 Dec 2	Intro to Infographics Assign. #3.3 <u>DUE</u> Reformatted Document	- ("Resources" WebCT) "Digital Structure, Digital Design" - (DVL 245-84) "Data Displays"

Writing 2209F Document Design (Classroom Fall 2013)

ASSIGNMENT SCHEDULE Writing 2209 Document Design	DATE ISSUED	DUE DATE	VALUE
Assignment #1 <i>Idea File Analysis</i>	Week 1 September 9	Week 5 October 7	15%
Assignment #2 <i>Reformatted Idea File Analysis</i>	Week 5 October 7	Week 9 November 11	20%
Assignment #3 <i>3-Part Digital Document Project</i> Note: Assignment #3 is issued early in the course because it has three components: 3.1) Outline and Bibliography, 3.2) Essay, and 3.3) Reformatted Document. Each component is issued as a separate assignment over the term.	Week 2 September 16		35%
<i>Part 1- 3.1 Outline & Bibliography</i>	Week 2 September 16	Week 4 September 30	<i>(5%)</i>
PEER REVIEW- Essay Draft	Week 2 September 16	Week 6 October 21	
<i>Part 2- 3.2 Essay (Final)</i>	Week 2 September 16	Week 8 November 4	<i>(10%)</i>
PEER REVIEW- <i>Reformatted Document Draft</i>	Week 2 September 16	Week 10 November 18	
<i>Part 3- 3.3 Reformatted Document (Final)</i>	Week 2 September 16	Week 12 December 2	<i>(20%)</i>

Balance of Evaluation: In-Class Assignments 15%, Quizzes (2) 15%