

2209 F/G: Visual Information Packaging: Document Design

Fall 2018/Winter 2019

Section: #650

Email: pkenned4@uwo.ca

Time/Room: Online

Instructor: Patrick M. Kennedy

Course Description and 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 in a 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).

This course will equip you with resources to solve communication/information problems, develop your critical skills in evaluating communication products, and enable you to create documents that are textually and visually effective in communicating with the reader.

Required Texts

- Course Pack (Western Bookstore Product Number 10494) available from The Bookstore at Western <http://www.bookstore.uwo.ca/>
- Kostelnick, Charles and David D. Roberts. *Designing Visual Language: Strategies for Professional Communicators*. 2nd ed. Longman.

Recommended (but not required)

Lupton, Ellen. *Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students*. New York: Princeton Architectural Press, 2010.

Consult the bibliography in *Thinking with Type* for several excellent references to material discussing grids. Also visit <www.ThinkingWithType.com> for links to online sources.

Course Requirements

Tests	10%
Forums (Discussion)	10%
Assignment #1 – Idea File Analysis	15

Assignment #2 – Reformatted Idea File Analysis	20%
Assignment #3 – Digital Document Project Essay	20%
Assignment #4 – Reformatted Digital Document Project	25%

Assignments/Assignment Format

All assignments are to be typed and double-spaced, and must have your name, course name, section number, and instructor's name on the first page. Do not use a cover page. When using sources in a paper, you will be expected to follow MLA citation practice.

Submitting Assignments/Due dates/late submission penalties etc.

Assignments are due on the dates specified in the syllabus. Late papers **will be penalized at 2.5% per day unless** I have permitted an extension of the due date. You must contact me ahead of time for an extension and provide a suitable reason (*see also the section 'Medical Accommodation Policy' below*). Our class 'week' runs from Monday to Friday, so assignments for a particular week are due by Friday (midnight), **unless otherwise stated. Important: you are responsible for keeping a copy of all assignments you submit.**

Procedure for Assignment Submission

Under policies adopted by Writing Studies, final drafts of all assignments in 2200-level writing courses must be submitted through Turnitin.com (see **Scholastic Offences, including Plagiarism** below). Consequently, you will find Turnitin submission links for Assignments 1 and 3 (Assignments 2 and 4 are designed documents and not suitable for submission to Turnitin). You will upload your final version of Assignments 1 and 3 through its link, **as a single Word (.doc or .docx extension) file**,* titled to identify you as author. Your graded assignment, with comments, will be returned to you through Sakai.

*Note: **Pdf or other 'read only' formats, and compressed/zipped files are not acceptable. Please note also that Turnitin will not accept more than a single file submission. In other words, do not try to submit an assignment twice, or in parts as two or more files. Also note that I access your original uploaded Word file; typically any formatting errors etc. which show in the Turnitin 'preview' function will not appear on your uploaded file.**

Attendance/Participation (Please note posting requirements)

Obviously, we do not meet formally as a 'class' in a Distance Studies course. Therefore, 'attendance' and participation on the Discussion Board are intertwined. While Distance Studies classes are generally asynchronous, they are not correspondence or self-paced. You must attend class (defined as logging into our Sakai section) and participate by introducing yourself, and posting questions and thoughts during the first week, and by posting (by participating in a given week's set discussion topic) in subsequent weeks where there is a Discussion topic as indicated on this syllabus. This means at least three separate posts during each of those weeks (a week is defined *for this purpose* as running from Monday to Sunday), **at least one of which must be a reply/response to another student and at least one of which must be a 'new' post.** Extended absences, defined as a failure to post into the Sakai classroom for more than five consecutive days, must be coordinated with the instructor.

Postings on the Discussion Board must have the following characteristics:

- Must contribute something meaningful to the Board;
- Must support your opinion with sufficient reasons or evidence;
- Must display good grammar and organization.

Postings should not:

- Contain disrespectful, insulting, or offensive language;

- Be excessively long or excessively short;
- Be unrelated to the week's topic;
- Say things that do not contribute anything, e.g. "I agree with you" or "nice comment".

I will track your postings to the Discussion Board on a weekly basis, and assess each week's contribution on a 10-point scale, ultimately arriving at a cumulative grade out of 100 that will constitute your 10% 'Discussion Board Participation' mark.

Note that 'attendance' as defined in this section is **mandatory** in this course. Failure to meet the minimum posting requirements for **three weeks where there is Discussion** *will* result in your final grade in this course being reduced by 10%. Failure to meet the minimum posting requirements for **four or more weeks where there is Discussion** *will* result in your final grade being reduced by 15%.

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 2101F/G, 2125F/G (or the former 2121F/G), 2111F/G, or 2131F/G, or b) a final grade of 70 or more in one of Writing 1000F/G, 1030F/G, 1031F/G, or c) Special Permission of the department.

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 Writing Studies, and Writing Studies 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.