

Title of Course: Visual Rhetoric

New

**I. Catalog Description and Credit Hours of Course:**

Advanced study of rhetorical and design techniques for technical writing. (3 credit hours)

**II. Prerequisite(s):** EN140

**III. Purposes or Objectives of the Course:**

- A. Students will demonstrate proficiency in techniques for planning, organizing, and designing technical documents.
- B. Students will demonstrate proficiency in editing techniques for technical documents.
- C. Students will demonstrate proficiency in techniques for creating various kinds of technical documents (e.g., memos, abstracts, proposals, etc.).
- D. Students will complete and present a collaborative project involving design and creation of at least three kinds of technical documents.

**IV. Expectations of Students:**

- A. Attend class, participate in classroom activities, and complete reading and writing assignments.
- B. Graduate students will complete an extra project in the form of a seminar paper appropriate for conference presentation.

**V. Course Content or Outline:**

A. Planning, Reasoning, Organizing	3 hours
B. Design	3 hours
C. Editing	3 hours
D. User Testing	3 hours
E. Creating Documents	
1. Memos, Letters, Email	3 hours
2. Abstracts and Executive Summaries	3 hours
3. Proposals	6 hours
4. Reports and Studies	6 hours
5. Presentations	6 hours
6. Collaboration	3 hours
7. Collaborative Project Presentations	6 hours
Total Hours	45 hours

**VI. Textbook(s) and/or Other Required Materials or Equipment:**

Woolever, Kristin R. *Writing for the Technical Professions*. London: Longman, 2010.

## **VII. Basis for Student Evaluation:**

- A. Undergraduate Students
  - 1. Exercises 10%
  - 2. Document Analysis 10%
  - 3. Documents 30%
  - 4. Collaborative Project 40%
  - 5. Participation 10%
- B. Graduate Students
  - 1. Exercises 10%
  - 2. Document Analysis 10%
  - 3. Documents 20%
  - 4. Collaborative Project 30%
  - 5. Seminar Paper 20%
  - 6. Participation 10%

## **VIII. Academic Policy Statement:**

The Undergraduate Bulletin defines academic dishonesty as "...those acts which would deceive, cheat, or defraud so as to promote one's scholastic record...", and states that "[v]iolations of academic honesty represent a serious breach of discipline and may be considered grounds for disciplinary action, including dismissal from the university." You are expected to understand and abide by the rules governing academic honesty. The official statement about academic honesty, including plagiarism, may be found in the University's Code of Student Conduct

(<http://www6.semo.edu/stuconduct/Code%20of%20Conduct%20Summer%202011.pdf>).

A common example of academic dishonesty is plagiarism, defined in the University Code of Conduct as "the act of passing someone else's work off as one's own" and, additionally, as "using the essential style and manner of expression of a source as if it were one's own." Any student submitting an assignment that fits either of these descriptions, will, at a minimum, receive a zero on that assignment with no opportunity to resubmit it. If you have *any* questions about what might qualify as academic dishonesty, you should ask me about them. This is definitely one case in which you're better off asking permission rather than forgiveness.

## **IX. Students with Disabilities:**

Southeast Missouri State University and Disability Support Services remain committed to making every possible educational accommodation for students with disabilities. Many services and accommodations which aid a student's educational experience are available for students with various types of disabilities. It is the student's responsibility to contact Disability Support Services to become registered as a student with a disability.

Accommodations are implemented on a case by case basis. For more information visit the following site: <http://www.semo.edu/ds/>

**X. Civility and Harassment:**

The University strives to offer learning experiences and opportunities designed to help students think effectively, develop the capacity to communicate, discriminate among values, and make relevant judgments. A major determinant of a successful educational experience is a shared sense of respect among and between the students and their instructor. Mutual respect for all as well as a no tolerance policy on harassment of any kind is expected. Every student at Southeast is obligated at all times to assume responsibility for his/her actions, to respect constituted authority, to be truthful, and to respect the rights of others, as well as to respect private and public property.