

Assignment 4 Course Outline

BCIT

Course Name:

Integrating Technical Writing with Visual Design & Logic

Course Outline

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1. Course Purpose

This course introduces students to the principles of integrating technical writing with visual design and logic to make documents effective, attractive, and accessible. Methods for assessing the impact of graphic components (page layout, templates, tables, lists, illustrations, and photographs) on the overall narrative in technical documents is complemented with hands-on experience planning, designing, and inserting graphic elements into documents. Students learn several industry-standard software programs to gain job-ready skills in document creating and output.

This course also provides a basis for students to assess software programs on which they may want to specialize.

2. Course Goals

At the end of the course, students will have workplace ready skills to do the following:

- Apply principles of visual design
- Apply formal elements of design
- Write structured documents
- Assess visual elements
- Design templates
- Explore graphical software types and uses

3. Course Prerequisites

Prerequisite: Students must have one of the following English prerequisites, as well as intermediate word processing skills: English 12 "C+" or equivalent and basic computer skills in a PC Windows environment.

4. Recommended Learner Characteristics

The ideal student for this course has some writing experience, but lacks software and technical writing job-related skills. As this course uses a broad set of skills, it is recommended for those who like to explore and want to develop an extensive range of skills for the workplace.

5. Course Format

Course format involves classroom and computer lab learning situations. The estimated total time of the course is about 22 hours.

6. Course Activities

While cognitive and psychomotor learning is divided almost equally, hands-on computer time is allocated across most learning goals. Drawn from goals C, E, and F, computer time comprises a total of 58% of the course.

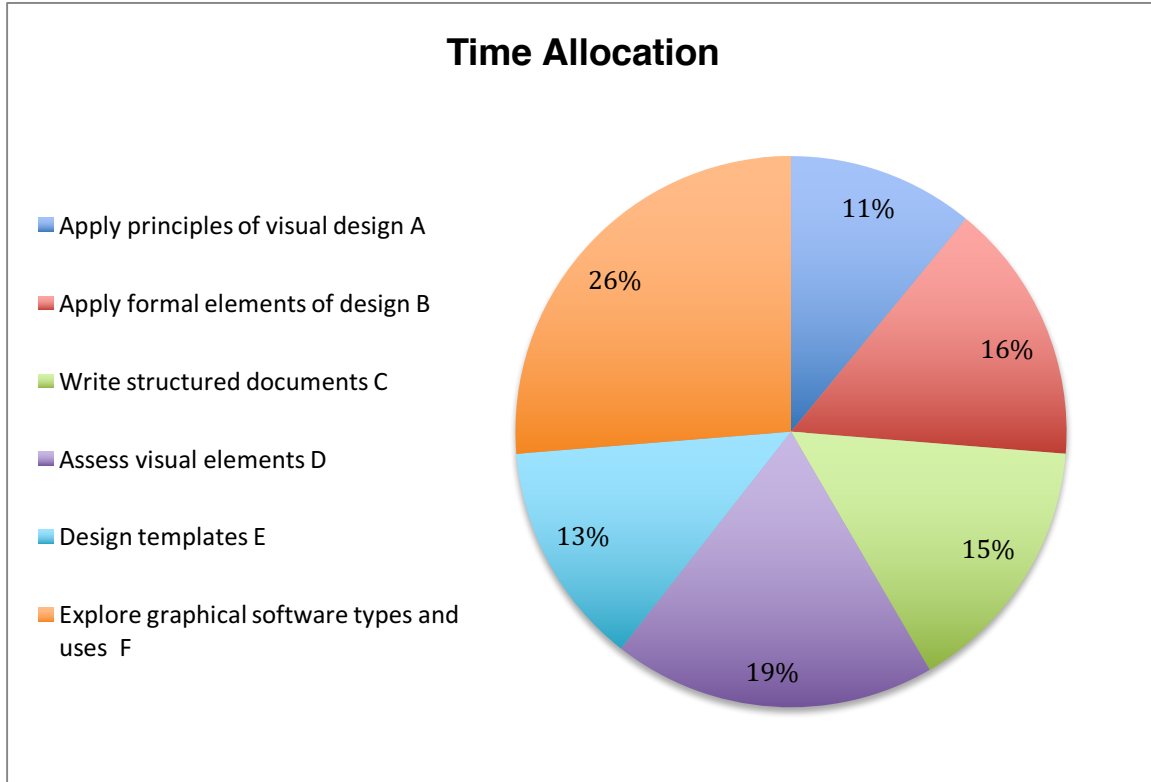


Figure i. Time allocation

7. Course Text and Resources

A course text will be prepared in cooperation with Pearson Longman publishers from their *Allyn and Bacon Series in Technical Communication* series. It will include material from the following textbooks:

- *Designing Visual Strategies for Professional Communities* by Charles Kostelnick and David D. Roberts
- *Technical Editing* by Carolyn D. Rude
- *Usability Testing and Research* by Carol M. Barnum

Computer labs will have the following software installed:

- Adobe Acrobat Pro
- Adobe FrameMaker
- Adobe Illustrator
- Adobe Photoshop
- MS Visio
- MS Word
- TechSmith Snagit

8. Schedule of Sessions

This course is delivered as 10 2½-hour classes. Classes alternate between classroom theory and computer lab time. The course is designed to be taught on a two-class-per-week basis.

Example:

	Monday	Thursday
Week 1	Introduction: Apply principles of visual design A1, A2, A3	Write structured documents C1, C2, C3
Week 2	Apply principles of visual design A4 Apply formal elements of design B1, B2	Write structured documents C4, C5
Week 3	Assess visual elements D1, D2	Assess visual elements D3, D4
Week 4	Design templates E1, E2, E3	Design templates E3, E4
Week 5	Explore graphical software types and uses F1, F2, F3	Explore graphical software types and uses F4, F5, F6

9. Course Evaluation

Marks are assigned for participation and attendance. Late assignments are penalized at the discretion of the instructor. Marks are distributed as follows:

Component	% of Total Mark
Participation	10%
In-class assignments	30%
Homework	30%
Final Project	30%
Total	100%