

COURSE OUTLINE ACADEMIC YEAR 2017/2018

Course Title: Print and Online Design			
Course Code: TWRT 202	Schedule Type Code: WEB	Instruction Hours: 21 hours	Credits: none
Program: Technical Writing		Pre-Requisite(s): TWRT 201 Technical Writing: Introduction, and a working knowledge of Word styles and tables.	
Pre-Requisite for: TWRT 203			
<p>Approved By: Pat Tait</p> <p>Signature:  Date: July 2017</p>			

Course Description

In this course, you learn about the critical differences between print and online documents, where documentation is headed, and how to select a proper medium and structure that meets your users' needs. Various types of documents such as training materials, legal documents, user's guides, and online help are reviewed throughout the course. The course also touches on basic document design principles that show you how to convert an ordinary document into a professional looking document.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Understand how users perceive information
2. Create large and small documents using Word styles, that is, no direct formatting
3. Choose the medium (print or online) that best suits users' needs

Learning Resources

- Human factors for Technical Communicators—Marlana Coe
- The Non-Designer's Design Book (Fourth Edition)—Robin Williams
- Microsoft Manual of Style, Fourth Edition (MMS4)—Microsoft Corporation

Textbooks for this course can be ordered in person or online from the Humber College bookstore or from online vendors such as Amazon.

Learning Delivery Format: Online

Course Content

UNIT	TOPIC(S)	OBJECTIVES
1.	Basic design principles: contrast, repetition, alignment, and proximity as applied to the online document format.	<ul style="list-style-type: none">• Tell at a glance how document usability is improved using graphic design principles• Learn how sensation and perception theory relate to users• Apply the basic design principles to an online sample resume

2.	<p>Basic design principles: contrast, repetition, alignment, and proximity as applied to the printed document format.</p> <ul style="list-style-type: none"> • Reading approaches in document design • Memory and user design 	<p>Identify how the memory process affects technical documentation.</p> <ul style="list-style-type: none"> • Understand how people read and approach documents • Describe the different approaches to reading • Apply the basic design principles to a printed legal document
3.	<ul style="list-style-type: none"> • Connecting with users • Putting users' needs first 	<ul style="list-style-type: none"> • Expand on the audience analysis topic learned in an earlier course • Describe what user partnerships are and why technical writers must consider them while planning and developing documentation • Identify opportunities to create user partnerships and know how to select the correct user partnership • Learn how to become an advocate for the user
4.	<ul style="list-style-type: none"> • Choosing print or online • Differences between print and online 	<ul style="list-style-type: none"> • Learn the critical differences between print and online • Know how to choose the media that best matches users' needs
5.	<ul style="list-style-type: none"> • Online navigation • Hyperlinks • Website usability • Content design 	<ul style="list-style-type: none"> • Organize online information according to users' needs • Understand the proper use of hyperlinks • Analyze and develop effective navigational structures
6.	<ul style="list-style-type: none"> • Single sourcing • Structured writing 	<ul style="list-style-type: none"> • Provide an overview of the structured writing and single sourcing concepts • Know why structured writing and single sourcing can increase usability and efficiency • Describe why structured writing and single sourcing are gaining popularity in documentation departments
7.	<ul style="list-style-type: none"> • How to choose the correct writing tool (software product) • Brief overview of the more common tools 	<ul style="list-style-type: none"> • Describe advantages of common software tools used by technical writers (for example, FrameMaker, RoboHelp, and Word). • Understand the differences among the major technical writing tools • Know and apply the factors in deciding how to select a tool

Please note: Course schedule may change as resources and circumstances require.

Student Evaluations

Assignments:	60%
Quizzes	20%
Participation (Discussions & Chats)	20%
Total Marks = 100%	

Minimum grade of 60% is required to pass the course.

Grade Report, Transcript, and Certificate

Upon completion of a course, student access grades by logging into Myhumber at www.humber.ca/myhumber using the Humber issued username and password. For assistance logging in, or for a password reset, visit www.its.humber.ca. Grades will not be released over the phone or by email.

Tests and Assignments

Assignments must be submitted on or before the "due date", as directed by the instructor. Late submissions, without valid reasons (such as illness or emergency) or without prior arrangement may be penalized by the instructor, normally at 10% per day, or as announced by the instructor. Days of lateness will include weekends and holidays. If for valid reasons, an assignment/evaluation cannot be completed on time, then a reasonable penalty-free time extension may be given by the instructor. Claims of illness or other emergencies may have to be documented, if required by the instructor or the administration.

Advanced notice by email is required if you are going to miss a test or exam for valid reasons, and supporting documentation must be submitted. If you miss an exam without prior notice due to illness or some emergency, you must provide the reason in writing to the instructor along with supporting documentation, within 3 days of the missed exam, **with a copy to the program liaison at ceparttime@humber.ca**. If your reason is accepted, arrangements will be made for you to write the exam.

Accessible Learning Services

Humber strives to create a welcoming environment for all students where equity, diversity and inclusion are paramount. Accessible Learning Services facilitates equal access for students with disabilities by coordinating academic accommodations and services. Staff in Accessible Learning Services are available by appointment to assess specific needs, provide referrals and arrange appropriate accommodations. If you require academic accommodations, contact:

Accessible Learning Services: <http://www.humber.ca/student-life/swac/accessible-learning>
North Campus: (416) 675-6622 X5090
Lakeshore Campus: (416) 675-6622 X3331

Accommodations for Religious Observance

Humber College is committed to respecting the religious/spiritual beliefs and practices of all members of the community, and making accommodation for religious/spiritual observances. Students who require an accommodation for a religious/spiritual observance must notify the professor as soon as the time conflict is known. It is the student's responsibility to contact the professor to arrange the accommodation for a lecture, test, exam, clinical placement, work placement or any other academic situation that conflicts with a day or time period for religious observances of special significance to them. Ideally, students will provide their professor with three weeks notice for a required accommodation. In all cases, the request for an accommodation must be made in writing.

Standards

1. Expectations for maintaining a Positive Learning Environment

Attendance is essential for academic success. Therefore, you are expected to attend 100% of all classes and complete all assignments.

It is your responsibility to be aware of your attendance record and the progress of your work and grades.

In order to maintain a positive and productive learning environment, you are expected to

- Turn off and put away all cell phones and remove headphones in class
- Maintain a courteous and respectful attitude

2. Use of Laptop Computers

Your professor sets the policy for laptop use in the classroom. If permitted, you may use your laptop to take notes and complete class-related activities. The Internet is to be accessed for class purposes only **and** with explicit instructions from your professor.

E-mailing and chatting are strictly prohibited. On the first offence, you will be asked to put the laptop away. On the second offence, you will be banned from using the laptop and may be asked to leave the class.

Discrimination and Harassment

At Humber College, students, staff and faculty represent the broad spectrum of diversity and richness that is characteristic of our society. All students and employees have the right to study, live, and work in an environment that is free from discrimination and harassment. It is therefore the policy of Humber College that it's working, living and learning environments assert the personal worth and dignity of each individual. In order to achieve this objective, Humber College will not tolerate any form of discrimination or harassment in its employment, education, accommodation, or business dealings. Information and assistance are available from Nancy Simms, Manager, Human Rights & Diversity at **(416) 675-6622, ext. 4425**, or by email at nancy.simms@humber.ca .

For further information please visit: www.hrs.humber.ca/diversity

Policies and Procedures

It is the student's responsibility to be aware of the College Academic Regulations **Policy** which

can be found at: <http://www.humber.ca/academic-regulations>.

Copyright

Copyright is the exclusive legal right given to a creator to reproduce, publish, sell or distribute his/her work. All members of the Humber community are required to comply with Canadian copyright law which governs the reproduction, use and distribution of copyrighted materials. This means that the copying, use and distribution of copyright- protected materials, regardless of format, is subject to certain limits and restrictions. For example, photocopying or scanning an entire textbook is not allowed, nor is distributing a scanned book. See the Humber Libraries website (<http://library.humber.ca>) for additional information regarding copyright and for details on allowable limits.

Academic Integrity

Academic integrity is essentially honesty in all academic endeavors. Academic integrity requires that students avoid all forms of academic misconduct or dishonesty, including plagiarism, cheating on tests or exams or any misrepresentation of academic accomplishment.

Academic Dishonesty

Plagiarism is the serious offence of academic fraud that involves using someone else's words and/or ideas in whole or in part from any printed or electronic media without documentation

Cheating is the serious offence of academic fraud that involves obtaining answers to exam and test questions through unauthorized means, such as hidden or electronic notes, accessing unauthorized test questions from an electronic database, or copying from another student.

Students are responsible for knowing what constitutes an academic offence and for being aware of the applicable requirements that may apply within their program. Any student responsible for academic misconduct will be dealt with according to the department policy in accordance with Humber's Academic Regulations Policy, and can face various sanctions such as a grade of zero for the course, suspension from the program, or expulsion.

Academic Concerns/Appeals

If a student has questions or concerns regarding a grade on an assignment or test, the student should discuss the matter with the faculty member. The Program Liaison be asked to assist if the faculty member and student are unable to resolve issues. For additional information please refer to Section 13 of College's Academic Complaint and Appeal Policy at the web site identified above.

Disclaimer

While every effort is made by the professor/faculty to cover all material listed in the outline, the order, content, and/or evaluation may change in the event of special circumstances (e.g. time constraints due to inclement weather, sickness, college closure, technology/equipment problems or changes, etc.). In any such case, students will be given appropriate notification in writing, with approval from the Program Liaison.