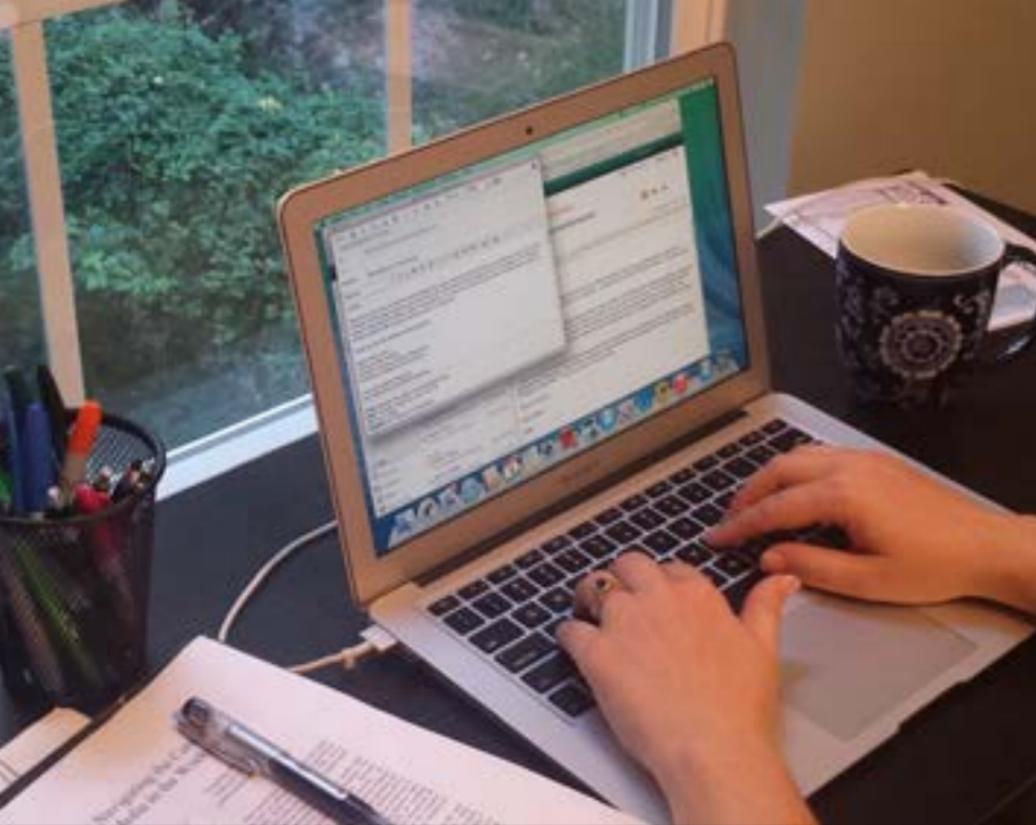


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## English 340 Course Overview

This course is designed to help students develop the ability to write and design documents using computer aided publishing technologies. In this course, students are given the opportunity to improve their critical thinking skills as they relate to planning, writing, and revising the content and design of dynamic documents.

Students in EH 340 will also explore a number of industry standard content management and publication tools used by working professional and technical communicators. Specifically, students will learn: the rules of document design and how to break those rules; how to integrate content into large scale documents; and strategies necessary to anticipate the needs and expectations of their audience.

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## Instructor Information

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**Zoom Office hours: M & W 11:30am–12:30pm**

THE AWARD-WINNING, BEST-SELLING BOOK ABOUT DESIGN!

THE NON-DESIGNER'S

**DESIGN**

BOOK

FOURTH EDITION

DESIGN AND TYPOGRAPHIC PRINCIPLES  
FOR THE VISUAL NOVICE

ROBIN **WILLIAMS**

# Required Materials

By the second day of class, students should have:

- The *Non-Designer's Design Book* 4th Edition by Robin Williams (ISBN: 978-0-13-396615-2)
- A USB thumb drive
- Access to Canvas
- Access to Adobe's Creative Cloud platform

To succeed in this course, you need access to Adobe's Creative Cloud platform, which is free to all UAB students (<https://www.uab.edu/it/home/adobe>). Specifically, you will need to install the following Adobe applications on your personal computer: Illustrator, Photoshop, Acrobat, and InDesign.

## Laptop Loaners

If you need a laptop you may be able to receive one based on financial need. To see if you are eligible, learn more about the process, and apply, visit the Student Laptop Loaner Program application in BlazerNet. Virtual desktop technology will be available on these laptops for students who need access to lab or library computers or published apps or software when they are off campus, without a VPN or powerful computer.

# Outcomes & Responsibilities

English 340 is dedicated to helping students develop the ability to write and design documents using electronic publishing technologies. Students will receive instruction in writing, graphics, and publishing software and will write, design, produce, and critique a number of publications.

Although no prior knowledge of any specific technology is required for this course, to be successful, students will quickly need to develop a willingness to learn how to control the production of “texts” in a variety of different technology dependent contexts. Even though the instructor will provide the students with a lot of in-class activities, students are expected to complete a number of activities outside of class in preparation for those applied learning sessions.

In addition, because all of the assignments in this course have multiple components that build on each other over the duration of the semester, students will need to develop some strong and effective project management skills. Specifically, students will need to:

- Improve their management of electronic tools that are often used in the workplace
- Learn what computers can do design and publishing and how to make them do it
- Improve their understanding of how technology impacts their future as a writer/designer at work
- Begin designing a professional portfolio you can develop and use for career placement
- Practice document design - Students begin with the four principles of design and extend their practice to typography, use of style sheets, page layout, and finally, full document design

# Office Hours & Communication

Being accessible to you is one of my major goals as an instructor. When you have questions or need help, there are a few ways to get in touch with me as outline below.

**Office Hours:** I will be holding specific office hours for students enrolled in EH 340 from 11:30am to 12:30pm on Mondays and Wednesdays. All meetings will take place in Zoom this semester. Please use the following Bookings page to schedule an appointment to see me during my office hours: <https://outlook.office365.com/owa/calendar/DrBsOnlineOfficeHours@uab365.onmicrosoft.com/bookings/>. Once you schedule an appointment to meet with me during my office hours, I will send you a Zoom invitation that contains a personalized Meeting ID and Password. I will also be available to meet with you individually during our normal class time on Fridays.

**Email Communication:** All students are required to obtain and use a UAB email address. All official correspondence will be sent ONLY to the @uab.edu address. All students are responsible for ensuring that the correct email address is listed in Canvas by the beginning of Week 1. It is your responsibility to make sure a valid email address is provided. Failure on your part to do so can result in you missing important information that could affect your grade. *(Please note: I respond to emails between 8am and 5pm and will usually respond to your emails within one business day. However, it may take up to two business days to respond and I do not respond to work related emails over the weekend.)*

**Wash your  
hands.**

**#UABUNITED**



# Attendance & CDC Guidelines

This class will be a mixture of in-person and remote learning. This course is delivered both in person and via the Canvas Learning Management System, where you will interact with your classmates and your instructor. Students should be available on the days and hours listed in the Class Schedule.

**Attendance:** All absences can hurt your grade indirectly. You might miss a deadline and you might not learn how to prepare a particular document. In this class, you have a cushion of 5 absences for which your course grade will only be affected indirectly. But absences begin to hurt your grade directly when they become excessive. Your final grade will be reduced by 10% (about one letter grade) for each unexcused absence over five. Nine absences or more result in an F for the class. If you

**UAB is administering the Pfizer/BioNTech COVID-19 vaccine at several sites in the Greater Birmingham area to people who qualify under to the Alabama Department of Public Health vaccine allocation plan. The Pfizer/BioNTech vaccine requires two shots separated by at least 21 days. Each vaccine we receive will have been reviewed for safety and efficacy by the U.S. Food and Drug Administration (FDA) and received approval.**

come to class after I have taken attendance you will be counted “late” (two “lates” equal one absence). It is your responsibility to remind me to change your absence to a “late.” Absences are “excused” only in cases of jury duty, military duty, COVID-19 related issues, or official UAB business (and only when documented).

**Personal Protective Equipment:** Because you can spread COVID-19 to others even when you do not feel sick, the entire UAB community must follow critical safety practices to reduce the risk of exposure and spread of COVID-19. All faculty, staff, and students are required to wear face coverings inside all University buildings. Study rooms and workstations in the libraries are considered public spaces and therefore require masks/face coverings for those that are unvaccinated. Face coverings are required for everyone in all clinical settings.

**Social Distancing:** Keeping space between you and others is one of the best tools to avoid being exposed to the COVID-19 virus and slow its spread. Since people can spread the virus before they know they are ill, it is important to stay away from others when possible, even when you have no symptoms. Stay at least 3 feet apart (about one arm’s length) at all times.

**Course Structure:** We will meet in our classroom as a group from 10:10am until 11:00am on Mondays and Wednesdays. Fridays will always be applied learning days and you will have the option to work at home or in an on-campus computer lab like our classroom. (*Note: The work you do during our applied learning days will always be due on Fridays and will need to be uploaded to Canvas by 11am.*)

***Food may not be consumed during class times in classrooms, but bottled water is permissible.***

# University Policies & Support

Listed below are a number of university policies that will impact your academic experiences this semester and student support systems that are available to you as a UAB student.

**Drop/Add/Withdraw:** This course follows UAB policy concerning drop/add and will adhere to the university date of Aug. 30, 2021 being the last date to drop/add a course. Students registering late (after the first-class meeting and until Aug. 30, 2021) will be able to make up all class items that have been missed. Dec. 3, 2021 is the last day you can withdraw from this course with a grade of “W.”

**Academic Misconduct:** UAB faculty expects all members of its academic community to function according to the highest ethical and professional standards. Academic dishonesty and misconduct includes, but is not limited to, acts of abetting, cheating, plagiarism, fabrication, and misrepresentation. Candidates are expected to honor the UAB Academic Code of Conduct as detailed in the most current UAB Student Catalog. Please consult this resource for additional information regarding the specific procedures to be undertaken when a student violates the UAB Academic Code of Conduct (<https://www.uab.edu/students/one-stop/policies/academic-honor-code>).

Because this is a writing course, the most relevant type of academic dishonesty is plagiarism. Plagiarism is defined as “using the words or thoughts of another person without proper citation; specifically, it is submitting as one’s own work any portion of a book, magazine, journal, handout, original creation, speech, lecture, oral communication, paper or examination written by someone else.” This policy includes both traditional material and electronically mediated material.

Penalties for plagiarism may include failure on an individual assignment, automatic failure of the course, and even dismissal from the university. The penalty depends upon the severity of the infraction. We will discuss plagiarism—its definition, penalties, and how to avoid unintentional plagiarism—regularly throughout the semester.

**The University Writing Center:** The University Writing Center, located in Sterne Library 175, offers free writing help to all UAB students. In one-on-one sessions, consultants provide feedback at any stage of the writing process and help students learn effective writing processes and strategies. During sessions, you may get help with understanding assignments, developing and organizing your ideas, using and citing sources, finding and correcting sentence-level errors, revising, and much more. The Writing Center is for all levels of writers; all writers need help! To make an appointment or get more information, please see the UWC website at [www.uab.edu/writingcenter](http://www.uab.edu/writingcenter). For daily news, like the UWC on Facebook (UABWritingCenter) and follow the UWC on Twitter (UABWritingCntr)

**Early Alert System (EAS):** The EAS is designed to help students be more successful academically at UAB. If you receive an e-mail with EAS in the title, please open it, read it, and take advantage of the support that UAB offers to all students. UAB is committed to ensuring that students receive academic support and that students are aware of the resources available that will assist them in successfully completing their degree program.

Stay home  
when sick.

#UABUNITED



Professional

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Writing

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Rhetoric

C

Composition

## MA Concentration in Rhetoric and Composition

Ideal for students who wish to pursue careers as teachers of writing or as professional writers or editors, the concentration in rhetoric and composition focuses attention on the art and craft of teaching, on the many roles of writing in business and industry, and on the history and practices of public discourse itself—from political rhetoric and the rhetoric of advertising to the complex uses of language and imagery in contemporary magazine and internet publications.

<https://www.uab.edu/cas/english/professional-writing>

**Non-Harassment and Non-Discrimination (Title IX):**

The University of Alabama at Birmingham is committed to providing an environment that is free of bias, discrimination, and harassment. If you have been the victim of sexual discrimination, harassment, misconduct, or assault we encourage you to report the incident. UAB provides several avenues for reporting. For more information about Title IX, policy, reporting, protections, resources and supports, please visit <http://www.uab.edu/titleix> for UAB's Title IX Policy and UAB's Equal Opportunity and Anti-Harassment Policy.

**Reasonable Accommodations:** UAB is committed to providing an accessible learning experience for all students. If you are a student with a disability that qualifies under the Americans with Disabilities Act (ADA) and/ or Section 504 of the Rehabilitation Act, and you require accommodations, please contact Disability Support Services for information on accommodations, registration and procedures. Requests for reasonable accommodations involve an interactive process and consist of a collaborative effort among the student, DSS, faculty and staff. If you are registered with Disability Support Services, please contact me to discuss accommodations that may be necessary in this course. If you have a disability but have not contacted Disability Support Services, please call 934-4205 or visit <http://www.uab.edu/dss>.

**COVID-19 Adjustments for Students:** Students concerned about their attendance as a result of COVID-19 should register with Disability Support Services. UAB Disability Support Services (DSS) has established a process for UAB students to request temporary adjustments based on the impact of COVID-19. The process is similar to the traditional DSS registration procedures for accommodations based on disability. However, these requests will be referred to as "COVID-19

Related Temporary Adjustments”. On the DSS website, there is a section (next to the traditional DSS application process) titled “Request COVID-19 Temporary Adjustments” where students can read the process and click to complete an application.

On the application, the student must complete an attestation and identify which of the following category(s) applies to their situation (students will be allowed to submit documentation to support their requests):

- I am 65 or older
- My medical provider has determined that I am an individual who is considered high risk according to Centers for Disease Control and Prevention
- I care for or reside with an individual who has been determined to be high risk according to Centers for Disease Control and Prevention
- I have tested positive for COVID-19
- I am requesting adjustments for another reason

Any questions regarding this process should be referred directly to [dss@uab.edu](mailto:dss@uab.edu). For qualifying students, DSS staff will create a Notification of Temporary Adjustment Letter (PDF format) which will be provided to students. Students will share this letter, as needed, with instructors to request adjustments

**Weather or Other Emergencies:** During any actual emergency or severe weather situation, [www.uab.edu/emergency](http://www.uab.edu/emergency) will be the official source of UAB information. In addition, the UAB Emergency Management Team will use B-ALERT to communicate through voice calls, SMS text messages, e-mails, Facebook, and Twitter. To register for B-ALERT or update your existing information in the system, go to [www.uab.edu/balert](http://www.uab.edu/balert).

# Grades & Late Work Policies

In the workplace, Professional and Technical Communicators do much more than just produce text. Most Professional and Technical Communicators are also experienced document designers. As such, to achieve success in this course, students must display the ability to succeed in their future workplaces by developing a variety of informative and visually effective print and electronic documents. In other words, above all else, this is an applied learning course and your main goal this semester is to put the design theories you lean into practice.

**Fall 2021 Grading:** The grading method for the Fall 2021 semester will be the normal letter grade method. There will be no Pass/Fail option for fall courses. Professors will be permitted to take attendance and count attendance toward grades as is normally the case. Students are responsible for keeping up to date with further information that UAB will provide regarding any additional COVID-19-related attendance policies.

**Participation:** When we meet, I expect the members of this course to drive the conversation by asking questions that should lead the class into discussions about the assigned readings. There is a lot of reading in this course; occasionally, some of the material will not be completely covered in discussion. Nevertheless, you are still responsible for that content. Every time a reading is assigned, you will need to take a quiz over that material. Reading quizzes are due before the start of class on the day they are listed on each weekly Calendar. In addition, many class sessions will involve some type of in-class activity designed to help you learn how to use the software required to complete the course assignments. You are expected to complete these activities in class or on your own.

**Module-Based Assignments:** All of the major assignments you will complete this semester are attached to modules in Canvas. Each module includes a number of preparatory activities—quizzes, readings, short writing assignments, etc.—that are intended to help you complete each major assignment. Everything attached to the modules must be completed in the order they are posted in Canvas and each step in the process is attached to a timer. Canvas will not unlock the next part of the assignment if the previous step is missed. For example, if you do not complete a required quiz you will not be able to submit your work at the end of the module and will receive a 0 on that assignment. In addition, each module functions as a prerequisite for the next module.

**Published in late late Spring, MEMORANDUM is a completely student generated and student focused publication. Written, designed, and published by students taking classes in the Professional Writing Program at UAB, each issue of**

**MEMORANDUM**

**MEMORANDUM is packed with articles that explore the field of professional writing and what it means to be a professional writing student. Back issues of the publication can be found online at [issuu.com/uabpwrc](http://issuu.com/uabpwrc) and at [uabmemorandum.wordpress.com/](http://uabmemorandum.wordpress.com/).**

**Grading:** All major projects in the course will be comprised of several components, each of which will be worth a percentage of the student's final grade. Grades are not rounded. This means a grade of 79.99% is 79.99% (C), 89.99% is 89.99% (B), etc. This applies to all grades including the final overall grade. All grades will be posted in the student's individual Gradebook in Canvas and students are expected to review their grades at least once a week. The Course Instructor does not use email to communicate scores on assignments or comment on graded assignments.

**Late Work:** The instructor will stick closely to the course calendar. It is important that you keep up. Much of what you do for this class quickly leads to another assignment. If you don't turn in your assignments when they are due, they are considered "late." Grades on late assignments go down 10% for each day, including weekends, they are not turned in, and assignments that are seven or more days late will not be accepted, resulting in a 0.

**Incomplete Grade Policy:** Missing any part of the Course Schedule may prevent completion of the course. If circumstances prevent the student from completing the course by the end of the term, the student should complete a request for an Incomplete Grade. (Note: A grade of Incomplete is not automatically assigned.)



<https://www.uab.edu/it/home/tech-solutions/adobe>

# Semester at a Glance

In addition to a number of reading quizzes (10%) and graded workshops (20%), you will complete three major projects this semester as outlined below. Specific due dates and more details for each assignment will be posted in Canvas.

The First Major Project is the Personal Branding Project (20%). During this project you will create a personal business card, a personal letterhead, and a 1000-word rhetorical analysis of your own work. The goal of this project is to get you to create unique and individualized documents that you can eventually use. The main challenge of this assignment is that you are not allowed to use any colors, images, or pre-formatted templates in your original documents.

The Second Major Project is the Full Bleed Advertisement Project (20%). During this project you will create two versions of a full bleed advertisement and a 1000-word rhetorical analysis of your own work. The goal is to get you advertise one specific service offered by UAB, a relatively unknown location on campus, or an academic/social program offered by the English department. *(Note: Both of your designs must be different and they both must advertise the same thing.)*

Rather than take a traditional final, the final project for this course requires you to create an Informational Booklet (30%). This project provides students with the opportunity to expand and sharpen their writing, document design, and editorial skills by producing a small, 24-page booklet-style publication. Once you have completed the assignment sequence, you will have a print-ready PDF of your work that you can take to any copier/printer to mass produce your work.



**The Professional Writing Club at UAB's mission is to equip students interested in Professional Writing with knowledge and experience to prepare them for the workforce, to allow students interested in Professional Writing the opportunity to network with each other, and to connect with professionals in the field by participating in industry-focused workshops.**

EH 340 is designed to help students develop the ability to write and design documents using computer aided publishing technologies. In this course, students are given the opportunity to improve their critical thinking skills as they relate to planning, writing, and revising the content and design of dynamic documents. Students will also explore a number of industry standard content management and publication tools used by working professional and technical communicators. No prior experience with any type of technology is required for this course.