

English 326-01 (8940)-Hybrid Writing in the Design Professions

Spring 2021
3 credits

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Required Texts:
Spector, Tom and Rebecca Damron. *How Architects Write*. 2nd ed. Routledge, 2017
Parker, John Henry. *A Concise Dictionary of Architecture*. Dover, 2011

Helpful links:
Center for Writers: <http://www.ndsu.edu/cfwriters/>
NDSU Library: <http://library.ndsu.edu/>
Technology Learning and Media Center: <http://www.ndsu.edu/its/tlmc/>

Bulletin Description

English 326 – Writing in the Design Professions will provide “intensive practice employing the conventions of those professional genres needed to write for professional contexts and audiences in design fields.” Students will write in a variety of genres for different purposes and audiences.

This class will be taught in a **hybrid format. We will meet face to face on Mondays, and email lessons will be sent out on Wednesdays and Fridays.** The lessons will be sent as Word doc attachments to your Outlook email, and may be opened and read when you choose.

This class will involve participation in a **group design project**. For this semester, we are participating in a project called **reImagine Moorhead**, in which you will work with your peers to research the city’s history and design a structure based on a need for its “micropolitan” downtown. The project will involve a period of field work, which may involve a site visit, interviews, and/or survey. In addition, you will present your work at a poster reception. This project is designed to give you practice with design work in an actual space, field work, and work in sharpening your persuasive skills.

Course Outcomes

This class has been approved for General Education, Outcome C: Communicate effectively in a variety of contexts and genres, using a variety of communication skills to:

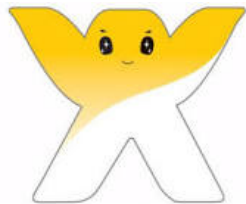
- Read, analyze, and discuss a variety of genres
- Reflect in writing on concepts raised in design theory
- Build on editing skills for articulation of ideas
- See design communication as a force for influencing modern day culture

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Departmental Outcome 4: Manage sophisticated writing and research projects, planning, documenting, completing, and assessing work on time and within the constraints of the project.
Departmental Outcome 7: Develop professionalism exhibited in such qualities as self-direction, cooperation, civility, reliability, and care in editing and presenting the final product.
Master the discourse and generic conventions of writing in business and professional fields.



Blackboard



Course Policies

You are responsible for completing reading assignments and turning in projects on time. All projects must be completed and handed in if you are to pass the course.

Late policy: projects turned in one class period late will be dropped one letter grade; those turned in two class periods late will be dropped two letter grades. Any work turned in more than one week late will receive a failing grade. If you are ill or have a family emergency, you should notify me as soon as possible for an extension.

Writing Program Attendance Policy:

According to [NDSU Policy 333 \(www.ndsu.edu/fileadmin/policy/333.pdf\)](http://www.ndsu.edu/fileadmin/policy/333.pdf), attendance in classes is expected.

Attendance is required in all NDSU writing program classes. All sections adhere to the following policy regarding attendance:

- A student may not miss more than 3 weeks of class due to unexcused absences.
- A student may not miss more than 4 weeks of class total due to a combination of unexcused and excused absences.
- If a student exceeds the limits delineated above, he/she will automatically fail the class.

In this section, our face to face meetings are on Mondays (a total of 12 f2f meetings). The above policy translates to missing more than 2 of our face to face meetings for unexcused reasons, and no more than 3 meetings for a combination of excused and unexcused reasons. Exceeding these limits will result in automatic failure for the course.

If you anticipate that absenteeism will be a problem for you, please consider taking a section of this course that will better work for your schedule, i.e., a section with a different daily schedule, an online, section, or a section in a later semester.

Americans with Disabilities Act: Any students with disabilities or other special needs, who need special accommodations in this course, are invited to share these concerns or requests with the instructor and contact the [Disability Services Office \(www.ndsu.edu/disabilityservices\)](http://www.ndsu.edu/disabilityservices) as soon as possible.

Veterans and student service members with special circumstances or who are activated are encouraged to notify the instructor as soon as possible and are encouraged to provide Activation Orders.

Academic Honesty: The academic community is operated on the basis of honesty, integrity, and fair play. [NDSU Policy 335: Code of Academic Responsibility and Conduct](#) applies to cases in which cheating,

plagiarism, or other academic misconduct have occurred in an instructional context. Students found guilty of academic misconduct are subject to penalties, up to and possibly including suspension and/or expulsion. Student academic misconduct records are maintained by the [Office of Registration and Records](#). Informational resources about academic honesty for students and instructional staff members can be found at www.ndsu.edu/academichonesty.

All work turned in by students must be original. If sources are used, they must be cited appropriately. If in my judgment a paper contains plagiarism, it will receive an automatic zero, and an Academic Misconduct Report will be filed with the Office of Student Affairs. All students are expected to read and abide by the NDSU Code of Academic Honesty (<http://www.ndsu.edu/policy/335.htm>) The English Department's policy can be found at: <http://www.ndsu.edu/ndsu/english/view.php?ArtID.165>

You will be required to submit an electronic copy of each project to a SafeAssign link on Blackboard.

Grading: Students should be aware of the university standards for letter grades. An “A” paper is superior in both content and mechanics, original content, and demonstrates an outstanding command of the genre; a “B” paper is above average in content and mechanics; a “C” paper meets the minimum requirements of the assignment; a “D” paper is below average and is missing some requirements; and an “F” paper is unacceptable, meaning that it does not meet the requirements of the assignment

Grading Package:

Project 1 – The Job Package=100 pts; Project 2 – Research Report – 100 pts.; Space Reflection – 100 pts.; Group Design Project (gantt chart, progress report, design proposal) – 200 pts. (individual); Midterm exam – 100 pts; Group Poster – 125 pts. (individual); Portfolio -150 pts.; Performance evaluation – 25 pts.; Final exam – 100 pts.

Grading scale: 900-1000=A; 800-899=B; 700-799=C; 600-699=D.

Course Outcomes

Gen Ed Outcome 1: Communicate effectively in a variety of contexts and genres, using a variety of communication skills.

Gen Ed Outcome 6: Integrate knowledge and ideas in a coherent and meaningful manner.

Departmental Outcome 4: Manage sophisticated writing and research projects, planning, documenting, completing, and assessing work on time and within the constraints of the project.

Departmental Outcome 7: Develop professionalism exhibited in such qualities as self-direction, cooperation, civility, reliability, and care in editing and presenting the final product.

Master the discourse and generic conventions of writing in business and professional fields.

Course Schedule

(Hybrid course: class meets face to face on Mondays only; on Wednesdays and Fridays, email lessons are sent out)

Date	Activity	Reading	Topic
Jan 9	Introduction to course (you will receive an email lesson by noon)	Spector, Ch. 1	

11	Introduction to writing in design Assign Project 1		<i>The Resume</i> <i>The Letter of Application</i>
M 14	Work with job ads, resume and letter format		
16	Online conferences		
18	Online conferences		
M 21	MLK Day (no class)		
23	Assign Project 2	Spector, Ch. 3	<i>The Research Report</i>
25	Project 1 due Library research orientation		
M 28	Bring draft of Project 2 for peer review		
30	Work with report structures		
Feb 1	Project 2 due Assign Project 3	Spector, Ch. 2	<i>The Space Reflection</i>
M 4	Class meets on location – downtown Fargo Historic District Field work		
6	Discussion on architectural description		
8	Project 3 due Assign Group Project 4		reImagine Moorhead <i>The Gantt chart</i>
M 11	Class meets on location - TBD		
13	Discussion on field work methods	Spector, Ch. 4 Handouts	Site analysis Interview Needs Assessment
15	Discussion		Client process
M 18	Presidents Day (no class)		
20	Gantt charts due Work on planning field work tasks		
22	Group work day		
M 25	In-class work with design ideas, framing the purpose	Spector, Ch. 6	
27	Field work		
Mar 1	Field work		
M 4	Review for Midterm		<i>Progress Reports</i>

	6	Midterm Exam		
	8	Group work day		
	11-15	Spring break		
M	18	In-class work with visuals	Handout	Document Design
	20	Group Conferences (progress reports due on day of conference)		
	22	Group Conferences		
M	25	Discussion on design proposal apparatus	Handout	<i>The Design Proposal</i>
	27	Final design documents due		
	29	Assign Group Project 5		<i>The Poster</i>
Apr M	1	Work with sample posters, gridding, and visual design		
	3	Discussion on presenting poster sessions		
	5	Work on performance evaluations		
M	8	Class meets in cluster for poster training		
	10	Work day		
	12	Assign Project 6	Spector, Ch. 5	<i>The E-Portfolio</i>
M	15	Class poster session		
	17	Discussion	Spector, Ch. 8	Writing for the Web
	19, 22	Easter recess		
	24	Conferences		
	26	Conferences		
M	29	Class meets in cluster for e-portfolio training		
May	1	Review for Final Exam		
	3	E-portfolio URLs due by 5pm		
Final Exam: available on Blackboard, Th May 2-S May 5				