



EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES

A. Division: **INSTRUCTIONAL** Effective Date: September 2004

B. Department / Program Area: **LANGUAGE, LITERATURE
AND PERFORMING ARTS
COMMUNICATIONS**

Revision

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New Course

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If Revision, Section(s)

C

Revised:

Date of Previous Revision:

Date of Current Re

Course No	Descriptive Title	Semester Credits
F:	Calendar Description: The course is designed to provide students with an overview of the context and practices of writing and designing for electronic communication media. Instruction will focus on writing and designing for the internet: online documentation, CD Rom, Web pages, and intranet communications. Key to the course is an understanding of the writer's role in the collaborative-team approach.	
G:	Allocation of Contact Hours to Type of Instruction / Learning Settings Lecture: 1 hrs Laboratory: 2 hrs Seminar: 1 hrs Clinical Experience: hrs Field Experience: hrs	
	H:	Course Prerequisites: ACCEPTANCE TO PROGRAM OR PERMISSION OF COORDINATOR
	I:	Course Corequisites: NONE
	J:	Course for which this Course is a Prerequisite NONE

M: Course Objectives / Learning Outcomes Students will develop a facility to write and design for the different mediums that comprise electronic communications, e.g., Online Documentation, CD-Rom, Web Pages, and Intranet Communication.

N: Course Content:

1. Basic Electronic Media Skills

The student will:

- a) complete a cognitive analysis of how users move through information
- b) analyze the writer's role in the collaborative team approach
- c) examine the ethical issues of writing for multimedia, e.g., the monitoring of employees and editing of newsgroups
- d) recognize types of electronic media
- e) know what electronic media to use for specific jobs

- c) develop content for use
- d) study design elements
- e) write for intranet use
- f) learn to maintain documents, feedback, and statistics

O: Methods of Instruction

This course will utilize a combination of lecture, seminar, and laboratory classes and field-related activities.

P: Textbooks and Materials to be Purchased by Students

Textbooks could include:

- Horton, William. Designing and Writing Online Documentation. John Wiley & Sons, 1994.
- Horton, William. Illustrating Computer Documentation. John Wiley & Sons, 1997.
- Horton, William. The Icon Book. John Wiley & Sons, 1994.
- Schrivver, Karen. Dynamics in Document Design