

402:01 Advanced Technical Writing  
M/W 7 RAB 104

Instructor:

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Course Objectives:

This course will introduce you to basic concepts of design and content for both print and web documents. You will learn to convey information to a specific audience by working on an independent project throughout the term which will result in both a webpage and a printed document. Students will be introduced to standard business software in this field, including FrontPage, FrameMaker, and PowerPoint while also considering the differences which various media make in content and design choice and presentation.

Required Texts:

Parker, Roger C. *Guide to Web Content and Design*.

Dornfest, Asha. *FrontPage 98 for Dummies*.

O'Keefe, Sarah. *FrameMaker 5.5.6 for Dummies*.

Harnack, Andrew and Eugene Kleppinger. *Online!: A Reference Guide to Using Internet Sources*

*All textbooks are available from New Jersey Books*

Course Requirements:

- Students must establish an email account and server space, either through Rutgers or through their own ISP (e.g., AOL).
- For information on using the server space with eden or other Rutgers accounts, see <http://rucs.rutgers.edu/websupport.html#servers> and <http://www.nbcs.rutgers.edu/www.html>.

- All printed documents should be printed with a clean laser printer, all electronic documents should be handed in on IBM-compatible disk.
- Assignments will NOT be accepted by email, except by prior arrangement.
- One letter grade will be deducted *per class* for late work.
- Excessive absences risk failure.
- Your final grade for the course will be based on the following requirements:

Class work and participation	10ish%
Resume and cover letter	10ish%
Initial Webpage	15ish%
Oral Presentation	15ish%
Final Webpage	25ish%
Printed Document	25ish%

- Because this class is being run for the first time, these policies are subject to change; however, also given that this class is being run for the first time, at all possible times, the benefit of the doubt will be given to the students.

***ALL FINAL GRADES ARE SUBJECT TO DEPARTMENTAL REVIEW***

**Schedule of Classes:** (release 1.0)

(CLASSES IN BOLD WILL MEET IN THE COMPUTER CLASSROOM)

- January 19      Introduction to the class  
HW:    --Geek Speak Crash Course  
         --Review, as needed, *Online!*, Chapter 1, a-d; Chapter 2;  
         Chapter 3; Chapter 9
- January 24      **Review Geek Speak**  
**WWW and computer basics**  
**Introduction to the computer classroom**  
HW:    --Think about possible projects  
         --Read sample projects
- January 26      Discuss sample projects  
Brainstorm project ideas: Projects should center around delivering information to a specific audience through both a webpage and a printed document. Final projects will be researched on the web and at the library.  
HW:    --Career Services Guide on resumes  
         --Rebecca Smith's eResumes & Resources

(<http://www.eresumes.com>)

- January 31      ***PROJECT PROPOSAL DUE***  
Discuss resumes and cover letters, in print and online  
HW: --Resume and cover letter
- February 2      **ROUGH DRAFT RESUME AND COVER LETTER DUE**  
Peer Revision  
HW: --Parker, Chapters 3 & 8  
--Yale Style Manual (link on class homepage): Page Design, Introduction through Consistency  
--Web Page Design for Designers (link on class homepage): Typography  
--Web Design Tips (link on class homepage): Layout/design  
--Counterspace (link on class homepage)
- February 7      Introduction to design: space and typography  
HW: --Parker, Chapter 7  
--Writing for the Web (link on class homepage): Short summary, Be succinct  
--Good Documents (link on class homepage): About this site, Philosophical discussions (skim), Techniques (with all sub-pages at least skimmed)  
--Webgrammar (link on class homepage)  
--Wired Weenies (link on class homepage)  
--A Web Design Style Guide (link on class homepage): Content
- February 9      ***RESUME AND COVER LETTER DUE***  
Introduction to design: audience content for the web  
HW: --*Online!*, Chapter 1, e-g (as needed), Chapter 4
- February 14      **PROJECT KINKAJOU: design**  
HW: --Project Kinkajou
- February 16      ***PROJECT KINKAJOU: DESIGN DUE***  
**PROJECT KINKAJOU: content**  
HW: --Project Kinkajou  
--Parker, Chapter 5  
--Yale Style Manual: Interface Design and Site Design  
--Web Page Design for Designers: Navigation

--A Web Design Style Guide: Usability  
--Sucky to Savvy (link on class homepage)  
--Websites That Work (<http://websitesthatwork.iab.com>):  
What to do, What not to do, Navigation

- February 21      ***PROJECT KINKAJOU: CONTENT DUE***  
Introduction to web page design  
HW: --*FP 98 for Dummies*, Chapters 1-3
- February 23      ***BIBLIOGRAPHY DUE***  
Introduction to FrontPage  
HW: --*FP 98 for Dummies*, Chapters 5, 6, 7
- February 28      Introduction to FrontPage II  
HW: --*FP 98 for Dummies*, Chapter 9
- March 1            Drafting your web page  
Peer Revision
- March 6            Drafting your web page  
Peer Revision  
HW: --*FM for Dummies*, Chapters 2 and 3
- March 8            ***WEB PAGE DUE***  
Print versus Web: Issues and Implications  
HW: --*FM for Dummies*, Chapters 4 and 5
- March 20          Introduction to FrameMaker  
HW: --*FM for Dummies*, Chapters 6 and 7
- March 22          Introduction to FrameMaker II  
HW: --*FM for Dummies*, Chapters 8, 9, and 14
- March 27          Introduction to FrameMaker III  
HW: --*FM for Dummies*, Chapters 17 and 18
- March 29          Introduction to FrameMaker IV
- April 3            Freeform Workshop: work on document or revised webpage

April 5	Introduction to PowerPoint
<b>April 10</b>	<b>Introduction to PowerPoint II</b>
April 12	Oral Presentations
April 17	Oral Presentations
April 19	Oral Presentations
April 24	Oral Presentations
April 26	Oral Presentations
May 1	<b><i>FINAL PORTFOLIOS DUE: REVISED WEB SITE AND PRINTED DOCUMENT</i></b>

**Schedule of Classes:** (release 2.0)  
(CLASSES IN BOLD WILL MEET IN THE COMPUTER CLASSROOM)

March 1	<b>FrontPage: Links and Images</b>
March 6	<b>FrontPage: Tables and Publishing</b>
March 8	Planning your project website
March 20	<b>Drafting workshop</b>
March 22	<b>Drafting Workshop</b> <b>HW: <i>FM for Dummies</i>, Chapters 2-5</b>
March 23	Current date for my midterm Folder Review, which is acting like an absolute deadline for all of you
March 25	<b>PUBLISHED WEB PAGE DUE BY 7PM</b>
March 27	<b>WEBPAGE DUE ON DISK</b> <b>FrameMaker I</b> <b>HW: <i>FM for Dummies</i>, Chapters 6 and 7</b>

March 28	Date I am hoping to move my Folder Review to
March 29	FM2 HW: <i>FM for Dummies</i> , Chapters 8, 9, and 14
April 3	FM3
April 5	Introduction to PowerPoint
April 10	Introduction to PowerPoint II @ Douglass Lab, 135 George St. HW: <i>FM for Dummies</i> , Chapters 17 and 18
April 12	FM4 -- TENTATIVE
April 17	Workshop for documents/webpages -- TENTATIVE
April 19	Oral Presentations
April 24	Oral Presentations
April 26	Oral Presentations
May 1	Oral Presentations <b><i>FINAL PORTFOLIOS DUE:</i></b> <b><i>REVISED WEB SITE AND PRINTED DOCUMENT</i></b>

### **Schedule of Classes:** (release 3.0)

(CLASSES IN BOLD WILL MEET IN THE COMPUTER CLASSROOM)

April 10	<b>LAB: DOUGLASS</b>
April 12	<b>LAB 6TH AND 7TH: CAC</b>
April 17	<b>LAB: CAC</b>
April 19	<b>LAB 6TH AND 7TH: CAC</b>
April 24	<b>LAB: DOUGLASS</b>
April 26	<b>LAB 6TH AND 7TH: CAC</b>

May 1

LAB: CAC

*FINAL PORTFOLIOS DUE:*

*REVISED WEB SITE AND PRINTED DOCUMENT*