Spring 2013   2013

Spring 1-15-2013

ENG 4760-001: Studies in Professional Writing, Document Design

R Gay
Eastern Illinois University

ENG 4760: Studies in Professional Writing, Document Design

Welcome to ENG 4760, Document Design
4:30-5:45 pm MW, Coleman 3120
Office: 3331 Coleman Hall
E-mail: rgay at eiu dot edu

Office Hours: MW: 11-2, or by appointment

Required Textbooks and Materials

- *Adobe InDesign CS5 Classroom in a Book*
- *Document Design*, Kimball
- *The Non-Designers Design & Type Books*, Williams
- Sketchbook
- Other readings as assigned.
- A USB drive to save your work during class. Please bring your USB drive to class each day.

What This Course is About

English 4760 is a special topics course in professional communication. This semester we will focus on both practice and theory as we study document design and learn how to use Adobe In Design CS5.

The full and most accurate and up to date version of this syllabus is online at http://www.creatingtexts.org/courses/eng-4760-spring-2013/. At this link you will also find your assignments each week.

Tentative Course Calendar

Week 1: What is document design? The rhetoric of design.
Week 2: Designing a Resume
Week 3: Designing a Resume
Week 4: Designing a Resume
Week 5: Understanding Typography
Week 6: Understanding Typography
Week 7: Understanding Typography
Week 8: Infographics
Week 9: Infographics
Week 10: Spring Break
Week 11: Color Theory
Week 12: Working with clients and working in groups
Week 13: Client Project
Week 14: Client Project
Week 15: Client Project
Week 16: Client Project

Student Learning Objectives

- Refine writing and editing skills learned in previous writing courses
- Recognize the responsibility of technical writers to communicate specialized information clearly and concisely to satisfy an audience's needs
- Understand that technical communication emphasizes both process and product
- Demonstrate college- and professional-level writing produced through the process of prewriting, drafting, revising, editing, and proofreading
- Understand the function of genre as well as how to create documents in several key technical communication genres
- Gain experience in basic document design as well as an understanding of how document design functions rhetorically
- Write purposeful adequately developed paragraphs and sentences that are direct, economical, free of ambiguity, and structurally appropriate for the ideas expressed and for the audience to whom it is directed
- Develop research skills, including effective use of source materials and the principles of documentation
- Work collaboratively to produce polished technical documents

Expected Performance Outcomes

- Analyze the need for a document in terms of a rhetorical situation to be addressed, the context of the writing project, the purpose of the document, and the audience's needs
- Select an appropriate document format and writing style for a given writing situation
- Select and design simple graphics and integrate them logically into written text
- Revise and edit for clarity and correctness, and produce professional-looking final documents
- Distinguish between objective and subjective language
- Conduct library, electronic, and field research effectively
- Document sources appropriately within reports
- Work effectively and ethically in a group writing project and group presentation

Citrix Access

You will have access to InDesign CS5 in Gregg Triad, our classroom, and via Citrix, so you can work on design projects at home.

Citrix Online: http://www.eiu.edu/~cats/citrix/

Citrix Help: http://www.eiu.edu/~cats/citrix/access.php

Shared Class Account Username: ENG4760RG

Password: rgSp13pw*

The Structure of This Course

Throughout the semester we will complete several technical communication projects. Non-project related assignments should be submitted, typewritten, in the form of a memo, unless otherwise indicated.

Projects (subject to change) will include:
- A research-based technical white paper
- A brochure for heart surgery patients
- A recommendation report
- An instruction manual

How to Get an "A" in This Class

- Read and critically engage with assigned material prior to class and come prepared to contribute to class discussions;
- Submit all homework in typewritten form;
- Complete individual and group assignments, do your best work, and submit homework on time;
- Participate in class discussions, engaging in enthusiastic, respectful communication;
- Provide constructive feedback to your classmates during peer workshops.
- If you have a documented disability and wish to receive academic accommodations, please contact the Office of Disability Services (581-6583) as soon as possible.

Communication and Classroom Etiquette

Etiquette is important. While I want our class time to be fun and I am a fairly easygoing person, there are a few areas where I am not so easygoing. When you are e-mailing me, it is not acceptable to write something like "Hey" or simply begin your e-mail without any greeting. Please begin any e-mail correspondence with me (or, frankly, with anyone) with "Dear Roxane," or "Dear Dr. Gay," or "Hi Professor Gay," or something along those lines that indicates an awareness that you are addressing a specific individual for a specific purpose. E-mails that don't follow a certain etiquette for communicating will not be responded to. If you ask me, "Will I miss anything important?" when querying if it is acceptable to miss class, I will get irritated because every class day is important. Electronic devices such as cell phones, iPods, and iPads (unless you are reading a textbook on an iPad or other e-reader) should be stowed in the overhead cabins or beneath the seat in front of you during class. If your cell phone rings or buzzes or begins playing the latest Top 40 song during class, I might answer it or confiscate it and that won't be fun for anyone. When we are working in the computer classroom that is not an invitation to browse the web or check your e-mail. The computers in the computer classroom are for coursework purposes only.

Attendance Policy

Attendance in a course like this is very important and will be rewarded through the participation portion of the grade. Excused absences will not be penalized. You are responsible for acquiring the information missed as a result of an absence. Assignments must be submitted when due even if will be absent from class on the due date. No late assignments will be accepted. If you miss more than three classes your grade will be affected. Attending class unprepared is considered an absence.

Using the Writing Center

I encourage you to use the EIU Writing Center located at 3110 Coleman Hall. This free service provides one-to-one conferences with writing center consultants who can help you with brainstorming, organizing, developing support, and documenting your papers.

The writing center is open to help any student from any major at any stage of his or her writing process, and its system of one-to-one conferences demonstrates value and respect for individual writers, all of whom can benefit from feedback about their works in progress. The center is not a proofreading or editing or remedial service, however. It is a place where you can learn how to become a more thoughtful, independent, and rhetorically effective writer.

To schedule an appointment, you can drop by the center (3110 Coleman Hall) or you can call 581-5929. The writing center is open Monday through Thursday, 9 a.m. to 3 p.m., and 6 p.m. to 9 p.m. On Friday hours of operation are 9 a.m. to 1 p.m. Sessions last anywhere from 10 minutes to 45 minutes.

No One Likes a Cheater: Plagiarism Policy

Here is the official statement on plagiarism by EIU's English Department: "Any teacher who discovers an act of plagiarism—"The appropriation or imitation of the language, ideas, and/or thoughts of another author, and representation of them as one's own original work" (Random House Dictionary of the English Language)—has the right and responsibility to impose upon the guilt student an appropriate penalty, up to and including immediate assignments of a grade of F for the assigned essay and a grade of F for the course, and to report the incident to the Judicial Affairs Office. Respect for the work of others should encompass all formats, including print, electronic, and oral sources."

Grading

You must complete all assignments to receive a passing grade in this course. It is possible to receive a total of 1,000 points throughout the semester.

Homework Assignments 25%
Major Projects 40%
Team Project 20%
Participation 15%

Grading Scale

A=Outstanding Work; B=Good Work; C=Average Work; D=Deficient in form or structure or content; F=Seriously deficient in form or structure or content; sad face.

100-90% = A
89-80 = B
79-70 = C
69-65 = D
Below 65% = F

Getting Started in...

Adobe InDesign
CS5

BGSU.
Student Tech
Center 103 Olscamp

New Files

Begin by opening Adobe InDesign
1. On a Mac, click Macintosh HD >Applications >Adobe InDesign CS5 >Adobe InDesign CS5.
2. On a PC, go to Start > All Programs > Applications > Adobe > Adobe InDesign CS5.

It is best to do some advanced planning prior to creating your document. Planning in the beginning will make your project go smoothly. To open a new document,
1. Go to **File > New > Document** in the main menu. In the New Document window (Figure 1a), you have the opportunity to adjust many option such as:

* Number of Pages   •   Amount of Columns
* Page Size   •   Margin Widths
* Orientation

If the New Document window has units in picas and you wish to work in inches,
1. On a Mac, go **InDesign > Preferences > Units and Increments**
2. On a PC, go **Edit > Preferences > Units and Increments** and change the Horizontal and Vertical options to inches.

Figure 1a
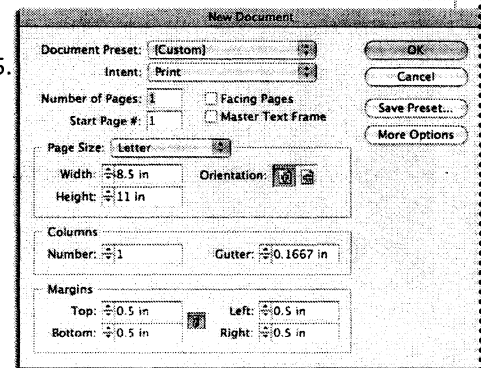
Creating Objects

1. To create an object you can choose from a few options in the **Toolbox.** Click the **Rectangle Tool** once to choose a rectangular object (*Figure 2a*). To make an eclipse or polygon, click and hold down the **Rectangle Tool** to see more options (*Figure 2b*).

2. Select the desired tool and click and drag the mouse across the page. Release the mouse when the object is the correct size.

Note: *To create a proportionate rectangle, circle, or polygon, hold the SHIFT key while dragging the mouse across the page*

InDesign allows you you to insert images made in Photoshop, Illustrator, and other programs. The following types of files are acceptable:

* .ai   • .jpg   • .png   • .gif
* .psd   • .pdf   • .tif   • .bmp

1. To insert an image into your InDesign document, go to **File > Place**.
2. In the **Place** dialog box, navigate to your image, choose the image, and click **Open** (*Figure 2c*). Your mouse should turn into a **Place** symbol.
3. Click on the page where you want your picture placed and your image will appear.

Note: *You can easily resize your image if it is too large or too small. Select the Free Transform tool located in your Toolbox.*
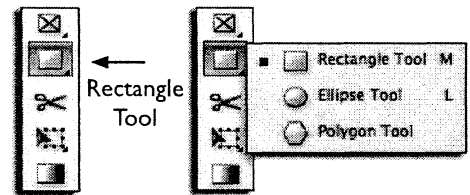
Rectangle Tool

Rectangle Tool   M
Ellipse Tool   L
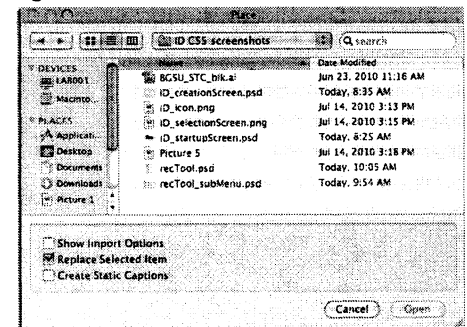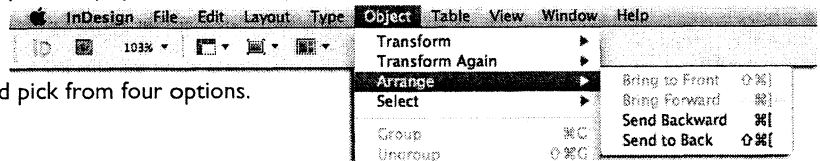Polygon Tool

Figure 2a   *Figure 2b*

Figure 2c

Arranging

Objects are created in the *stacking order.* **Arranging** helps to display hidden areas by letting you move objects through the stacking order.

To arrange,
1. Click on the desired object, text, or image.
2. Then go to **Object > Arrange** in the main menu and pick from four options.

Transform
Transform Again
Arrange
Select
Bring to Front
Bring Forward
Send Backward
Send to Back

Bring to Front

Square in back   Square in front

• **Bring to Front** - *Bring the object to the front of the stack.*

Send to Back

Polygon in front   Polygon in back

• **Send to Back** - *Send the object to the very back of the stack.*

Bring Forward

Square in back   Square up one level

• **Bring Forward** - *Bring the object forward one stacking level.*

Send Backward

Polygon in front   Polygon back one level

• **Send Backward** - *Send the object backward one stacking level.*

Grouping

Grouping objects can make moving multiple objects easy without inadvertently changing the placement. Once multiple objects are grouped, they can be moved, resized, etc., as a single object. It is a good idea to group several items at first before moving them in order to maintain their placement. Grouped objects can be ungrouped to manipulate each object individually.

To group objects, select all of the objects that you want to group together. To select objects:

1. Hold down the **SHIFT** key and click on each object individually, OR starting in an empty space, click the mouse and drag the cursor outward creating a marquee box around all of the objects you want to select.
2. After you have selected all of your objects choose **Object > Group** in the main menu
3. To ungroup these objects, click on the grouped objects and choose **Object > Ungroup.**

Creating Text

Text Frames

InDesign holds all text in frames. You must create a frame before you can begin typing any text. To create a text frame:

1. Select the **Type Tool** in the **Toolbox.**
2. Move the cursor to the document page. Your cursor will change to the **Type Tool** cursor.
3. Drag the cursor across the document to create the text frame.
4. Release the mouse button. The text box will now display a blinking insertion point indicating that you can begin typing in the frame.

Note: If your text frame is too big or too small, you can resize the frame at any time.

Typing Text

If you accidently click out of a text frame and lose your insertion point, you can get it back by:

1. selecting **Type Tool;**
2. clicking the text frame;
3. begin typing.

Selecting Text

If you need to edit text, InDesign easily lets you select words, lines, paragraphs and an entire frame.

- Two clicks will select a single word.
- Three clicks will select a single line.
- Four clicks will select a paragraph.
- Five clicks will select all the text in a frame

Modifying Character and Paragraphs

To edit your text styles, go to **Window > Type and Tables > Character** in the main menu. The Character window will pop up with character style options (*Figure 4a*). Here you can change your font size. You can also change more advanced options, such as space between lines, words, and characters, from the same window.
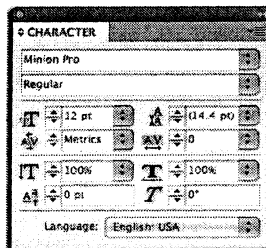

Figure 4a

To change paragraph styles, click on **Window > Type and Tables > Paragraph** in the main menu. (*Figure 4b*). Here you can change indentation, spaces, hyphenation, and alignment. The most common options within the **Paragraph** tab are the following:
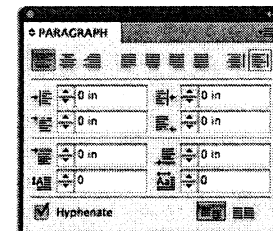

Figure 4b

 |Left Aligned | |Center Aligned | | Right Aligned |

Exporting to PDF

To Export to PDF:
1. Go to **File > Export**
2. When the **Export** dialog box (*Figure 5*) opens, be sure to save the PDF to the **Desktop** so you can find it easily. Make sure the **Format** box has **Adobe PDF** selected.
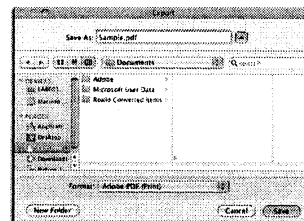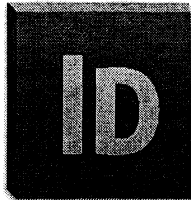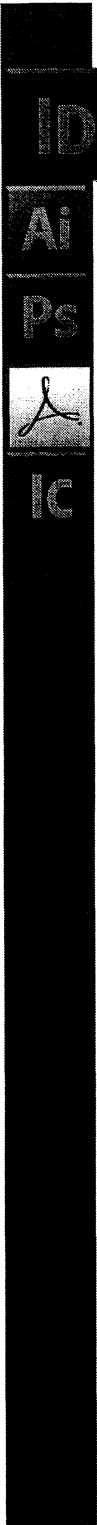

Figure 5

REMEMBER TO SAVE OFTEN IN CASE THE COMPUTER CRASHES!

InDesign CS5 shortcuts frequently-used on the Mac version

FILE MENU

New	Cmd+N
Open	Cmd+O
Browse in Bridge	Opt+Cmd+O
Close	Cmd+W
Save	Cmd+S
Save As	Shift+Cmd+S
Place	Cmd+D
Export	Cmd+E
Document Setup	Opt+Cmd+P
Print	Cmd+P
Quit/Exit	Cmd+Q

EDIT MENU

Undo	Cmd+Z
Redo	Shift+Cmd+Z
Cut, Copy, Paste	Cmd+X, C, V
Paste Into	Opt+Cmd+V
Paste In Place	Opt+Shift+Cmd+V
Select All	Cmd+A
Deselect All	Shift+Cmd+A
Story Editor	Cmd+Y
Quick Apply	Cmd+Return
Find/Change	Cmd+F
Find Next	Opt+Cmd+F
Check Spelling	Cmd+I
Preferences	Cmd+K

LAYOUT MENU

Add Page	Shift+Cmd+P
Go to Page	Cmd+J

TYPE MENU

Tabs	Shift+Cmd+T
Glyphs	Opt+Shift+F11
Hidden Characters	Opt+Cmd+I

OBJECT MENU

Transform Again	Opt+Cmd+3
Bring Front or Send Back	Shift+Cmd+[or]
Send Back or Bring Forward	Cmd+[or]
Group	Cmd+G
Ungroup	Shift+Cmd+G
Text Frame Options	Cmd+B
Center Content	Shift+Cmd+E
Fill Frame Proportionally	Opt+Sh+Cmd+C
Drop Shadow	Opt+Cmd+M
Compound Path	Cmd+8

PANELS

Swatches	F5
Layers	F7
Stroke	F10
Paragraph Styles	F11
Character Styles	Shift+F11
Text Wrap	Opt+Cmd+W
Links	Shift+Cmd+D

VIEW MENU

High Quality Display	Opt+Cmd+H
Text Threads	Opt+Cmd+Y
Frame Edges	Shift+Cmd+H
Rulers	Cmd+R
Guides	Cmd+;

CLICK TECHNIQUE

Select thru	Cmd+Click
Override master	Shift+Cmd+Click
Scale graphic	Shift+Cmd+Drag

EFFICIENT ZOOM & PAN

Drag Mouse to Zoom	Cmd+Spacebar
Fit Page in View	Cmd+0
Fit Spread in View	Opt+Cmd+0
Pan the view	Spacebar
Pan when in text	Opt Key
Zoom In/Out	Cmd + or –

BASIC FORMATTING

Font Size	Shift+Cmd+< or >
Leading Size	Opt+⇧or ⇩
Flush Left	Shift+Cmd+L
Flush Right	Shift+Cmd+R
Center	Shift+Cmd+C
Justify	Shift+Cmd+J
Bold	Shift+Cmd+B
Italic	Shift+Cmd+I
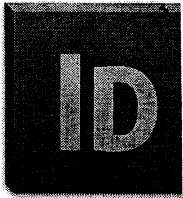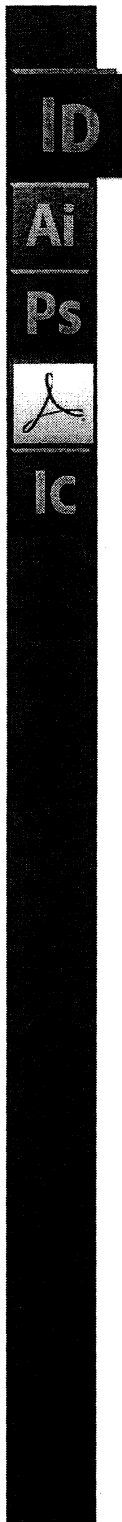
InDesign CS5 shortcuts frequently-used on the Windows version

FILE MENU

New	Ctrl+N
Open	Ctrl+O
Browse in Bridge	Alt+Ctrl+O
Close	Ctrl+W
Save	Ctrl+S
Save As	Shift+Ctrl+S
Place	Ctrl+D
Export	Ctrl+E
Document Setup	Alt+Ctrl+P
Print	Ctrl+P
Quit/Exit	Ctrl+Q

EDIT MENU

Undo	Ctrl+Z
Redo	Shift+Ctrl+Z
Cut, Copy, Paste	Ctrl+X, C, V
Paste Into	Alt+Ctrl+V
Paste In Place	Alt+Shift+Ctrl+V
Select All	Ctrl+A
Deselect All	Shift+Ctrl+A
Story Editor	Ctrl+Y
Quick Apply	Ctrl+Enter
Find/Change	Ctrl+F
Find Next	Alt+Ctrl+F
Check Spelling	Ctrl+I
Preferences	Ctrl+K

LAYOUT MENU

Add Page	Shift+Ctrl+P
Go to Page	Ctrl+J

TYPE MENU

Tabs	Shift+Ctrl+T
Glyphs	Alt+Shift+F11
Hidden Characters	Alt+Ctrl+I

OBJECT MENU

Transform Again	Alt+Ctrl+3
Bring Front or Send Back	Shift+Ctrl+[or]
Send Back or Bring Forward	Ctrl+[or]
Group	Ctrl+G
Ungroup	Shift+Ctrl+G
Text Frame Options	Ctrl+B
Center Content	Shift+Ctrl+E
Fill Frame Proportionally	Alt+Sh+Ctrl+C
Drop Shadow	Alt+Ctrl+M
Compound Path	Ctrl+8

PANELS

Swatches	F5
Layers	F7
Stroke	F10
Paragraph Styles	F11
Character Styles	Shift+F11
Text Wrap	Alt+Ctrl+W
Links	Shift+Ctrl+D

VIEW MENU

High Quality Display	Alt+Ctrl+H
Text Threads	Alt+Ctrl+Y
Frame Edges	Ctrl+H
Rulers	Ctrl+R
Guides	Ctrl+;

CLICK TECHNIQUE

Select thru	Ctrl+Click
Override master	Shift+Ctrl+Click
Scale graphic	Shift+Ctrl+Drag

EFFICIENT ZOOM & PAN

Drag Mouse to Zoom	Ctrl+Spacebar
Fit Page in View	Ctrl+0
Fit Spread in View	Alt+Ctrl+0
Pan the view	Spacebar
Pan when in text	Alt Key
Zoom In/Out	Ctrl + or −

BASIC FORMATTING

Font Size	Shift+Ctrl+< or >
Leading Size	Alt+⇧ or ⇩
Flush Left	Shift+Ctrl+L
Flush Right	Shift+Ctrl+R
Center	Shift+Ctrl+C
Justify	Shift+Ctrl+J
Bold	Shift+Ctrl+B
Italic	Shift+Ctrl+I