

## Unit 1 Schedule - On Boarding

Date	In-Class	Homework (due the following class)
Mon, Aug. 27	Welcome to WRT 307: Policies and Procedures	<p><b>Read</b> Ch. 1 “Communication, Your Career, and this Book” (8th and 9th ed)</p> <p><b>Write</b> Brief Introduction (on blackboard)</p>
Wed, Aug. 29	Rhetorical Terms and Concepts Rhetorical Analysis of Prospective Employers	<p><b>Read</b> Ch. 3 “Defining Your Communication’s Goals” (8th and 9th ed)</p> <p><b>Read</b> Ch. 10 “Developing an Effective Professional Style” (8th and 9th ed)</p> <p><b>Write</b> Application Letter, Audience Analysis (and optional Existing Resume)</p>
<b>WEEK 2</b>		
Mon, Sept. 03	LABOR DAY	NO CLASS
Wed, Sept. 05	Expectations of You as a Writer and an Employee Reader-Centered Drafting and Feedback The Email, The Memo, The Recommendation Letter	<p><b>Read</b> “Letters/Memos” [9th - Ch. 21 OR 8th - Ch. 23]</p> <p><b>Read</b> “Designing Pages and Documents” [9th - Ch. 14 OR 8th - Ch. 16]</p> <p><b>Complete</b> Recommendation Letter, Email, Memo</p>
<b>WEEK 3</b>		
Mon, Sept. 10	Workplace Writing Conventions Intro to Superstructures and other Genres 307 Style Guide	<p><b>Revise</b> Recommendation Letter /w Changes Memo</p>
Wed, Sept. 12	Document Design Basics Collaboration and Teamwork Project Planning	<p><b>Read</b> “Creating Communications with a Team” [9th - Ch. 17 OR 8th - Ch. 19]</p> <p><b>Read</b> Ch. 16 “Testing Your Drafts for Usefulness and Persuasiveness” [8th and 9th ed]</p> <p><b>Complete</b> Project Rubric Memo</p>
<b>WEEK 4</b>		
Mon, Sept. 17	Project Planning and Team Communication	<p><b>Complete</b> Draft of Portfolio Materials</p> <p><b>Write</b> Peer Review Feedback Memo</p>

Wed, Sept. 19	Peer Review of Portfolio Drafts	<p><b>Read</b> Ch. 27 “Writing Instructions” [8th and 9th ed]</p> <p><b>Read</b> Ch. 15 “Revising Your Drafts” [8th and 9th ed]</p> <p><b>Write</b> Feedback Reflection Memo</p>
<b>WEEK 5</b>		
Mon, Sept. 24	Professional Writing and Ethical Decision Making LiveChat: Dirty Money - “Drug Short” [67mins]	<p><b>Read</b> Ch. 22 “Writing Effectively on Social Media at Work</p> <p><b>Complete</b> Onboarding Portfolio</p>
Wed, Sept. 26	Unit 2 Primer: Designing Instructions Lego Communication Activity	<p><b>Read</b> Ch. 20 “Creating Reader-Centered Websites” [8th and 9th ed]</p> <p><b>Onboarding Portfolio Due</b></p>

## Unit 2 Schedule - Instructions

Date	In-Class	Homework (due the following class)
Mon, Oct. 01	User Centered Design Instructions Project Introduction	<p><b>Read</b> “Creating Eleven Types of Reader-Centered Graphics” <i>[8th - Ch. 14 and 9th - Ch. 13]</i></p> <p><b>Read</b> “Creating Graphics” <i>[8th - Ch. 13 and 9th - Ch. 12]</i></p> <p><b>Find</b> Bad Instructions</p>
Wed, Oct. 03	What is a Usability Test?	<p><b>Watch</b> <a href="#">Bon Appetit - Elizabeth Olson</a></p> <p><b>Revise</b> Bad Instructions Revision Suggestion Memo</p>
<b>WEEK 7</b>		
Mon, Oct. 08	Working with Graphic Elements: Computer Lab HBC 009	<p><b>Re-Read</b> Ch. 16 “Testing for Usefulness and Persuasiveness” <i>[8th and 9th edition]</i></p> <p><b>Re-Read</b> Ch. 20 “Creating Reader-Centered Websites” <i>[8th and 9th edition]</i></p> <p><b>Finalize</b> Usability Test Report</p>
Wed, Oct. 10	In-Class Usability Testing Walkthrough	<p><b>Re-Read</b> Ch. 27 “Instructions” [8th and 9th ed]</p> <p><b>Conduct and Write</b> Usability Tests</p>
<b>WEEK 8</b>		
Mon, Oct. 15	Working on Website Designs: Computer Lab HBC 009	<p><b>Complete</b> Usability Test Reports 1 and 2</p> <p><b>Complete</b> Instructions Website</p>
Wed, Oct. 17	PROJECT CONFERENCES	NO CLASS
<b>WEEK 9</b>		
Mon, Oct. 22	Rubric and Revision Process	<p><b>Read</b> Ch. 26 “Feasibility Reports”</p> <p><b>Complete</b> Instructions Portfolio</p>
Wed, Oct. 24	Introduction to Feasibility Studies Working with Multi-Level Documents	<p><b>Read</b> Ch. 21 “Managing Client and Service-Learning Projects”</p> <p><b>Instructions Project Due Sunday</b></p>

## Unit 3 Schedule - Feasibility Report

Date	In-Class	Homework (due the following class)
Mon, Oct. 29	Managing Client-Centered Projects: The Feasibility Report	<p><b>Read</b> “Front and Back Matter” [9th - Ch. 11 OR 8th - Ch. 13]</p> <p><b>Read</b> Ch. 25 “Feasibility Reports”</p>
Wed, Oct. 31	Client Analysis Report	<p><b>Read</b> Ch. 19 “Managing Client and Service Learning Projects”</p> <p><b>Read</b> Ch. 5 “Using Six Reader-Centered Research Methods”</p> <p><b>Optional Read</b> Ch. 4 “Conducting Reader-Centered Research”</p> <p><b>Complete</b> Preliminary Client Analysis (<b>due sunday</b> for ranking monday in class)</p>
<b>WEEK 11</b>		
Mon, Nov. 05	Client Analysis Ranking and Project Management Plan	<p><b>Re-Read</b> “Creating Communications with a Team” [9th - Ch. 17 OR 8th - Ch. 19]</p> <p><b>Read</b> Ch. 23 “Writing Reader-Centered Proposals”</p> <p><b>Complete</b> Project Management Plan</p>
Wed, Nov. 07	Proposal Workshops	<p><b>Read</b> Reynolds <i>Presentation Zen</i>, excerpt</p> <p><b>Read</b> Ch. 20 “Creating and Delivering Oral Presentations”</p> <p><b>Complete</b> Full Draft of Proposal (due Sunday)</p>
<b>WEEK 12</b>		
Mon, Nov. 12	Effective Presentations: Delivery and Visual Design	<p><b>Complete</b> Online Peer Review</p> <p><b>Read</b> Ch. 26 “Writing Reader-Centered Progress Reports”</p> <p><b>Full Draft of Proposal due Sunday (meeting plan)</b></p>
Wed Nov.	Group Conferences	No Class

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<b>WEEK 13</b>		
Mon, Nov. 19	<b>THANKSGIVING</b>	<b>BREAK</b>
Wed, Nov. 21	<b>THANKSGIVING</b>	<b>BREAK</b>
<b>WEEK 14</b>		
Mon, Nov. 26	Project Check-Ins and Progress Reports	<b>Complete</b> Group Progress Report
Wed, Nov. 28	Group Presentation Day 1	<b>Progress Report Due</b>
<b>WEEK 15</b>		
Mon, Dec. 03	Group Presentation Day 2	<b>Complete</b> Feasibility Project Report
Wed, Dec. 05	Course Wrap Up and Evaluations	<b>Final Feasibility Unit Project Portfolio due</b>