

DEC 5 2007

New Course Request

Indiana University

Fort Wayne Campus

Check Appropriate Boxes: Undergraduate credit Graduate credit Professional credit 81

1. School/Division Arts & Sciences 2. Academic Subject Code ENG
3. Course Number 6620 (must be cleared with University Enrollment Services) 4. Instructor STAFF
5. Course Title Publications Management and Production
Recommended Abbreviation (Optional) Publications Mgmt and Prod
(Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): Fall 2009
7. Credit Hours: Fixed at 3 or Variable from _____ to _____
8. Is this course to be graded S-F (only)? Yes _____ No X
9. Is variable title approval being requested? Yes _____ No X

10. Course description (not to exceed 50 words) for Bulletin publication: Explores the document production process and asks students to practice this process by individually creating a suite of publications and by working with a team of writers to produce a published book or website. Students study theories of publication and production as applied to writing groups.

11. Lecture Contact Hours: Fixed at 3 or Variable from _____ to _____
12. Non-Lecture Contact Hours: Fixed at 0 or Variable from _____ to _____
13. Estimated enrollment: 5 of which 100 percent are expected to be graduate students.
14. Frequency of scheduling: Biennial Will this course be required for majors? no

15. Justification for new course: To support students concentrating in writing studies—has been taught several times under a top ics number to strong enrollment.
16. Are the necessary reading materials currently available in the appropriate library: YES

17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.
18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.
19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by: [Signature] Date 9/25/07
Department Chairman/Division Director

Approved by: [Signature] Date 8/09/2007
Dean

Date _____
Dean of Graduate School (when required)

[Signature] Date 11/20/07
Chancellor/Vice-President

Date _____
University Enrollment Services

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

ENG C620 Publications Management and Production

Section 02: Tuesdays, 4:30-7:15; NF B27

Instructor: Dr. Stevens Amidon

Phone: 481-6277

Office: CM225; Hours T 3:30-4:30

E-mail: amidons@ipfw.edu

COURSE DESCRIPTION: Most writing courses focus on the writing process from the generation of ideas to the generation of drafts. Yet in the world of business, technology, and publishing, document production is a much more complex task. Drafts must become books, brochures, newsletters, journal articles, web pages, and e-texts. The writing process becomes a production process—and writers often take the role of project managers. This course explores the document production process, and asks students to practice this process by individually creating a suite of publications, and by working with a team of writers to produce a published book or website. Students will learn the elements of document design, desktop publishing, and web publishing, as well as how to manage and integrate these elements into large projects.

REQUIRED TEXTS:

- Newell et. al. *Managing Knowledge Work* Palgrave, 2002.
- Hackos, *Managing Your Documentation Projects* Wiley, 1994
- Parker. *Looking Good in Print*, 6h ed. Paraglyph, 2006.

COURSE OBJECTIVES: Upon completion of this course the student should be able to:

- (1) Demonstrate the ability to work with a team to plan a large publications project.
- (2) Demonstrate the ability to design, plan and produce a publications project of your choice, approved by the instructor.
- (3) Demonstrate an understanding of publications management practices.
- (4) Demonstrate an understanding of document design and production practices in both paper and electronic media.
- (5) Demonstrate an understanding of the theories related to publications management and management practices.

GRADES: Your final grades will be based upon the following distribution:

Individual Project:	35%
Group Project:	35%
V-R and other short assignments:	10%
Reading Responses:	10%
Reflective learning/course critique	10%

PROJECTS:

Individual Project: A project of your choice. In the past, students have produced books using on-demand publishing, websites, databases, wedding invitations and memorabilia, and promotional materials such as posters and press releases. Your project must be approved by the instructor, and I will be grading you both on the quality of the final product, as well as the planning and design process.

Group Project: You will be working with a group of students to help plan the creation of an interactive learning environment for a community of IPFW students. You will have the choice of working on planning and design texts, on the digital learning environment itself, or a combination of the two.

ADDITIONAL INFORMATION:

If you have a disability or acquire one, and you would like help, please contact Services for Students with Disabilities in Walb 113 (481-6657, voice/TTY).

If you find you are falling behind in your work, or you have concerns, or just need to talk, come and see me. I will listen to your concerns!

I encourage you to visit the **IPFW Writing Center, Kettler G19** where writing consultants help writers of any ability write more effectively. They help you understand assignments; brainstorm, develop, focus, and logically organize your ideas; learn strategies for writing clearly; and improve your editing. Bring your writing assignments, questions, ideas, and a draft (if you have one).

Sign up for appointments on TutorTrac (<http://www.ipfw.edu/casa/Tutoring/TutorTrac.html>)

CALENDAR:

UNIT 1 Introduction: Planning and Designing Documents and Projects

- Tuesday, January 9
- Get acquainted (15 minutes)
 - Syllabus review (15 minutes)
 - Discuss individual projects, examples (20 minutes)
 - In-class reading: Hogwarts U. (10 minutes)
 - Break (5 minutes)
 - Discuss group project: A Virtual Learning Community for IPFW (20 minutes)
 - Distribute passwords and explore collaborative wiki page (10 minutes)
 - Wiki exercise: Facebook profile and photo (30 minutes)
 - Assignments for next class: (5 minutes)
 - Read part 1, pages 1-78, of Hackos
 - Read chapter 1, pages 1-22, of Parker
 - Read more about *The Collegiate Way* at <<http://collegiateway.org/>>
 - Write a 1 page, double-spaced response to each of these readings
 - Come up with a tentative idea for your individual project
 - Explore “Second Life” < <http://secondlife.com/> > (35 minutes)
- Tuesday, January 16
- Discuss Hackos (15 minutes)
 - Discuss Parker (15 minutes)
 - Minilesson: What do we mean by design? (15 minutes)
 - Invention session: Brainstorming the wiki (15 minutes)
 - Break (5 minutes)
 - Discuss the group project: Wiki’s and Virtual Spaces (30 minutes)
 - Explore On-demand publishing website: <www.lulu.com> (20 minutes)
 - Mini-lesson: Writing a project proposal (15 minutes)
 - Assignments for next class: (5 minutes)
 - Read part 2, pages 79-215, of Hackos
 - Read chapter 2, pages 23-48, of Parker
 - Explore the SimTeach wiki:
 - <http://www.simteach.com/wiki/index.php?title=Main_Page>
 - Write a 1 page, double-spaced response to each of these readings
 - Write a draft of the proposal for your individual project
 - Proposal writing time (30 minutes)

UNIT 1 Introduction: Planning and Designing Documents and Projects (Continued)

- Tuesday January 23 Discuss Hackos (15 minutes)
Discuss Parker (15 minutes)
Miniesson: Creating an Information Plan (15 minutes)
Invention session: Brainstorming the information plan, in groups (15 minutes)
Break (5 minutes)
Discuss the group project: Wiki's and Virtual Spaces (30 minutes)
Peer reviews of individual project proposals (20 minutes)
Share individual project plans (15 minutes)
Assignments for next class: (5 minutes)
 Read part 3, pages 217-463, of Hackos
 Read chapter 3, pages 49-72, of Parker
 Explore Intelligirl's Blog:
 < <http://www.secondlife.intelligirl.com/>>
 Write a 1 page, double-spaced response to each of these readings
 Turn in a final draft of the proposal for your individual project
Grad students meet with instructor (30 minutes)
- Tuesday, January 30 Discuss Parker, Chapters 2 and 3 (30 minutes)
Discuss Individual Projects—collect final drafts (15 minutes)
Group Project Meeting (30 minutes)
 Discuss draft of information plan
 Discuss the project planning stage
Break (5 minutes)
Discuss Intelligirl's Blog (20 minutes)
Mini-lesson on Typography (20 minutes)
Assignments for next class: (5 minutes)
 Read part 3, pages 217-463 of Hackos
 Make final edits to info plan on wiki
 Write responses to the readings
- Tuesday, February 6 Discuss Hackos, Part 3 (45 minutes)
Group Meeting (30 minutes)
 Discuss implementation of information plan
 Discuss draft of project plan
Break (5 minutes)
Assignments for next class: (5 minutes)
 Read chapter 4, pages 74-90, of Parker
 Grad students read Amidon/Blythe
 Write responses to the readings
In-class writing time/Discuss Individual Projects with Instructor (80 minutes)

UNIT 1 Introduction: Planning and Designing Documents and Projects (Continued)

Tuesday, February 13 Discuss Parker, Chapter 4 (30 minutes)
Group Meeting (30 minutes)
Project Plan draft
Assignments for next class: (5 minutes)
Read Chapter 5, pages 91-120 of Parker
Complete and revise the graphic design exercise
Write responses to the readings
Graphic design exercise (70 minutes)
Grad students meet with instructor (30 minutes)

UNIT 2 Production Theory and Practice

Tuesday, February 20 Passbacks, pass out calendar, answer questions (15 minutes)
Discuss Parker, Chapter 5-Illustrations (20 minutes)
Small groups prepare presentations on Amidon Blythe (20 minutes)
Break (5 minutes)
Small groups-present (30 minutes)
Mini-lesson on digital illustrations (20 minutes)
Group Project Meeting (20 minutes)
Discuss draft of information plan
Discuss the project planning stage
Assignments for next class: (5 minutes)
Collect reading responses
Read Chapter 6 of Parker: Photographs
Read remainder of Amidon/Blythe
Write your section of project plan and post on wiki
Write responses to the readings

UNIT 2 Production Theory and Practice (Continued)

- Tuesday, February 27 Passbacks, answer questions (5 minutes)
Discuss Parker, Chapter 6-Photographs (25 minutes)
Small groups prepare presentations on Amidon Blythe (30 minutes)
Break (5 minutes)
Small groups-present (30 minutes)
Mini-lesson on digital photpgraphy (20 minutes)
Group Project Meeting (15 minutes)
 Discuss draft of project plan
 Discuss the project planning stage
Assignments for next class: (5 minutes)
 Collect reading responses
 Read Part 4 of Hackos
 Read Chapter 1 of Newell
 Produce a draft of your individual project—it may be incomplete, but it should have enough text and/or visuals to make peer review useful
 Write responses to the readings
- Tuesday, March 6 No Class: Spring Break
- Tuesday, March 13 Passbacks, answer questions (5 minutes)
Discuss Hackos, Part 4 (25 minutes)
Small groups prepare presentations on Newell, Chapter 1 (20 minutes)
Break (5 minutes)
Small groups-present (20 minutes)
Peer review of individual projects (40 minutes)
Group Project Meeting (15 minutes)
 Discuss draft of project plan
 Discuss the project planning stage
Assignments for next class: (5 minutes)
 Collect reading responses
 Read Chapter 7 of Parker
 Read Chapter 2 of Newell
 Write responses to the readings
- Tuesday, March 20 Individual project meetings scheduled with instructor

UNIT 3 Project Management Theory and Practice

- Tuesday, March 27
- Passbacks, pass out class schedule, answer questions (10 minutes)
 - Discuss conference (10 minutes)
 - Discuss Parker, Chapter 7 (30 minutes)
 - Small groups prepare presentations on Newell, Chapter 2 (30 minutes)
 - Small groups-present (20 minutes)
 - Break (5 minutes)
 - Mini-lesson: working with the Lulu template (60 minutes)
 - Assignments for next class: (5 minutes)
 - Collect reading responses
 - Grad students read Drucker
 - Read Chapter 8 of Parker
 - Read Chapter 3 of Newell
 - Grad students read handout for next class
 - Write responses to the readings
- Tuesday, April 3
- Passbacks, answer questions (15 minutes)
 - Discuss Parker, Chapter 8 (20 minutes)
 - Small groups prepare presentations on Newell, Chapter 3 (20 minutes)
 - Small groups-present (30 minutes)
 - Break (5 minutes)
 - Mini-lesson: Trust in Organizations (20 minutes)
 - Assignments for next class: (5 minutes)
 - Collect reading responses
 - Read Chapter 9 of Parker
 - Read Chapter 4 of Newell
 - Write responses to the readings
 - Bring a rough draft of your project to class for peer and instructor review
 - Grad Students Meet: Discuss Drucker (45 minutes)
- Tuesday, April 10
- Passbacks, answer questions (5 minutes)
 - Discuss Parker, Chapter 9 (25 minutes)
 - Small groups prepare presentations on Newell, Chapter 4 (30 minutes)
 - Small groups-present (30 minutes)
 - Break (5 minutes)
 - Peer review sessions/instructor meets with individual students (60 minutes)
 - Assignments for next class: (5 minutes)
 - Collect reading responses
 - Read Chapter 10 of Parker
 - Read Chapter 5 of Newell
 - Write responses to the readings

UNIT 3 Project Management Theory and Practice (Continued)

- Tuesday, April 17 Passbacks, answer questions (5 minutes)
Discuss Parker, Chapter 10 (25 minutes)
Small groups prepare presentations on Newell, Chapter 5 (30 minutes)
Small groups-present (30 minutes)
Break (5 minutes)
Final draft troubleshooting session (60 minutes)
Assignments for next class: (5 minutes)
 Collect reading responses
 Complete Final drafts of individual projects
- Tuesday, April 24 Passbacks, answer questions (5 minutes)
- Collect Final Projects (10 minutes)
Note: Lulu projects must be published and available for me to purchase online by this date. I will be reviewing electronic copies of the Lulu projects, so be sure to make them available online. Turn in to me the title of your Lulu project. Other projects may be delivered in an appropriate manner: a web address, a CD, etc.
- Formal Course Critique: 30 minutes
- Reflective Critique and Celebration: 75 minutes
- Tuesday, May 1 5:45-7:45 Final Exam Period: Time reserved for discussions of final grade calculations, and critiques of individual projects