Course: ECS3390.05D
Professional & Technical Communication

Professor: Carie S. Tucker Lambert, PhD

Term: Summer 2015
Meetings: Mondays and Wednesdays, 8:30–12:45am

COURSE SYLLABUS

Professor’s Contact Information
Office Phone: 972.883.2790
Office Location: JO 3.548
Email Address: carie.lambert@utdallas.edu
Office Hours: By appointment on Tuesdays, 9am–1pm (schedule 48 hours in advance; office hours virtual via phone or Skype)
Skype: CSLambs
Gradebook and Assignment: www.turnitin.com

General Core Area 010 Communication
Description: Courses in this category focus on developing ideas and expressing them clearly, considering the effect of the message, fostering understanding, and building the skills needed to communicate persuasively. Courses involve the command of oral, aural, written, and visual literacy skills that enable people to exchange messages appropriate to the subject, occasion, and audience.

Core Objectives:
- Critical Thinking (CT)—to include creative thinking, innovation, inquiry, and analysis, evaluation, and synthesis of information
- Communication (COM)—to include effective development, interpretation, and expression of ideas through written, oral, and visual communication
- Teamwork (TW)—to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- Personal Responsibility (PR)—to include the ability to connect choices, actions, and consequences to ethical decision-making

General Course Information
Prerequisites, Co-requisites, & other restrictions: RHET 1302 and junior standing

Course Description: Expands students’ professional and team communication skills and strategies in technical contexts. Integrates writing, speaking, and group communication by developing and presenting technical information to different audiences. Written assignments focus on creating professional technical documents, such as proposals, memos, abstracts, reports, and letters. Presentation assignments emphasize planning, preparing, and delivering dynamic, informative, and persuasive presentations. Attendance at first class mandatory.


Please see the citation list at the end of the calendar for additional readings (all available online at no cost).

Internet connectivity is required for the course. The course uses turnitin.com, eLearning, and UTD email, which you should check frequently. Reliable connectivity is necessary for class preparation, submission of assignments, and work on group projects. All assignments that are to be submitted through turnitin.com must be submitted via turnitin.com for credit. (Submitting assignments via e-mail is only acceptable if there is a problem with turnitin.com. Otherwise, submission of assignments by any other method will not be accepted and will result in a grade of zero.) Assignments should be submitted as Microsoft Word files (not pdf, .odt, etc.) so that grading comments and edits can be tracked.

Course Learning Outcomes

1. Ability to enhance credibility through communication that adheres to professional and ethical norms.
2. Ability to adapt to different purposes, constraints, and audiences.
3. Ability to develop arguments with front-loaded claims and appropriate evidence.
4. Ability to use visual rhetoric to enhance message effectiveness.
5. Ability to collaborate in a team to research, plan, and present information.
6. Ability to research, draft, and edit documents that adhere to technical and professional standards.
7. Ability to prepare organized speeches and present them with appropriate verbal and nonverbal delivery.

ABET Student Outcomes

For the BE, CE, EE, ME, SE and TE programs (Engineering Accreditation Commission)

- An understanding of professional and ethical responsibility.
- An ability to communicate effectively.

For the CS program (Computing Accreditation Commission)

- An understanding of professional, ethical, legal, security, and social issues and responsibilities.
- An ability to communicate effectively with a range of audiences.

Course Policies

Grading (credit) Criteria

<table>
<thead>
<tr>
<th>Grades will not be rounded up. Course assignments together are worth 1000 points, and students receive grades according to the following (standard UTD) scale:</th>
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<tbody>
<tr>
<td>930–1000 = A</td>
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<td>900–929 = A–</td>
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<tr>
<td>870–899 = B+</td>
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<td>830–869 = B</td>
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<td>800–829 = B–</td>
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<td>770–799 = C+</td>
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<td>670–699 = D+</td>
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<td>630–669 = D</td>
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<td>600–629 = D–</td>
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Grades in this class reflect whether you

- Fulfill objectives for the class and particular assignments;
- Analyze and apply the rhetorical situation for each document or presentation;
- Employ rhetorical strategies that develop logical arguments, strong claims, and adequate supporting evidence;
- Support your ideas and arguments with analysis and evidence from credible sources;
- Create reader-friendly, accessible materials with appropriate and ethically presented visuals;
- Use correct mechanics, strong style, and appropriate organization;
- Edit and proofread all work before you submit assignments;
- Manage your time wisely and effectively;
- Ethically present information address copyright, and correctly cite resources; and
- Present yourself professionally.

What do grades reflect?

- **A** reflects that the student’s work shows excellence and meets all objectives with strength, originality, and creativity.
- **B** reflects that the student’s work is satisfactorily but does not reflect excellence. This work is strong but contains minor issues that detract from your message.
- **C** reflects that the student’s work fulfills course requirements but does not satisfy the audience’s needs and contains issues that decrease the effectiveness of the document.
- **D** reflects that the student’s work contains numerous issues and therefore does not fulfill the audience’s needs or address the rhetorical situation.
- **F** reflects that the student’s work is unacceptable.

**Preparation for Class**

The writing process takes time, and you must manage your time and integrate that time into your work and school schedule. Read for class each day and be prepared to participate in class. **A 3-hour class in a 5-week summer semester requires 18–27 hours of work a week to prepare.**

**Make-up and Late Work**

In this class, you are scholars as well as professionals in training. Professionals who miss deadlines present poor work ethics and damage their reputations as well as lose contracts, increase costs, delay results, decrease profits, and lose their jobs. **Therefore, you may not submit late or incomplete work or makeup exams unless you are hospitalized and provide a valid physician excuse.** Without exception, missed work results in a zero (0) on the assignment. You may not request an incomplete in this class unless you meet the university’s criteria for an incomplete. This policy applies to documents as well as presentations.

**Extra Credit**

Students may earn extra points for working with writing tutors at the UTD Center for Student Success. Each 45-minute tutoring session is worth 5 points, which will be added to grades at the end of the semester. Otherwise, we won’t have time for extra credit work.

**References, Copyright, and Plagiarism**

UTD has a no-tolerance policy for plagiarism, copyright infringement, or scholastic dishonesty (including missing citations). I support and enforce that policy in my classes. **If you do not cite your sources with in-text and end-of-text citations using IEEE style or if you publish copyrighted work without permission, you will receive a referral to the Office of Judicial Affairs.** Use original visual aids or ensure that you
use intellectual property from public domain or that can be replicated because of Creative Commons licensure.

**Class Attendance**

Treat this class as you would a job: Attend class and be punctual; tardiness interrupts the class and is rude to your classmates. *Therefore, if you are more than 10 minutes late to class, you will be considered absent.* Attendance is important in a communication class, so you may miss one class without penalty. For each additional absence, you will lose 20 points from your professionalism grade. (If attendance is taken with sign-in sheet, you are responsible for signing in.)

UTD excuses absences for religious holidays; however, the student is responsible to inform the instructor before the holiday and to submit missed work before the absence. UTD also excuses absences due to emergencies (hospitalization or immediate family member’s death). The student must bring documentation to the instructor the first day back after the absence.

**Classroom Citizenship**

You will receive a grade for participation and professionalism, and you are expected to consistently communicate in a professional manner. Prepare for class; communicate professionally; and cooperate, listen, and respect others’ opinions. Turn off your cell phones and other electronic equipment during class and use your laptop for class work, or you will be marked absent. If your cell phone rings during class, I reserve the right to answer your phone.

**Email and Communication**

Each UTD student has a UTDallas.edu email account. The university provides this for all official communication, and students in this class will abide by that policy: to ensure security of official (class- and school-related) communication. *Therefore, all official email correspondence must go to and come from official UTD emails.* I do not read or answer emails that come through addresses from other providers.

Communication is part of coursework and therefore you should

- Identify yourself in all communication (e.g., email, texts, phone calls);
- Use correct mechanics and style in correspondence;
- Communicate clearly, respectfully, and professionally; and
- Respect that others have commitments outside this class. Please do not expect an immediate response. (Allow 48 hours during the workweek for a response to email.)

**UT Dallas Syllabus Policies and Procedures**

*The information contained in the following link constitutes the university’s policies and procedures segment of the course syllabus.*

*Please go to [http://go.utdallas.edu/syllabus-policies](http://go.utdallas.edu/syllabus-policies) for university policies.*
**COURSE CALENDAR**

The schedule for class topics, readings, and assignments (aside from low-impact assignments, which will be complete in class) is as follows. (Note that chapter readings are to be completed before each class on the dates the chapters are assigned.) The descriptions and timelines contained in this syllabus are subject to change at the discretion of the professor.

<table>
<thead>
<tr>
<th>Date of Class</th>
<th>What We Will Discuss, How You Prepare for Class, and What is Due</th>
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<tbody>
<tr>
<td><strong>Wednesday, May 27</strong></td>
<td>How You Prepare</td>
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What We Will Discuss

- How can I effectively work with a team?
- How can I find a job?
- How should I effectively communicate when I am seeking employment?
- How can I write better?

Monday, June 1

How You Prepare

Read and take notes on

- Schlobohm and Ryan Chapters 1, 2, and 9 [1];
- Dulevicius and Nagineviciene’s “Engineering Communication” [3];
- Williamson’s “Grammar Tips for College Students” [4]; and
- Lambert’s Style Notes [5].

Familiarize yourself with Purdue OWL’s “Writing in Engineering” (all pages) [6].

Begin to gather information on the Resume Preparation Sheet (sent via email).

What We Will Discuss

- How can I effectively work with a diverse team?
- What do reports and proposals require?
- How can I create effective and appropriate correspondence?
- How can I effectively propose ideas and services to a client?

Wednesday, June 3

How You Prepare

Read and take notes on

- Schlobohm and Ryan Chapters 4, 5, and 6 [1];
- Hogan and Thomas’ “Developing the Software Engineering Team” [7]; and
- Foundation Center’s “Short Course on Proposal Writing” [8].

Bring your resume preparation sheet, your job ad, and hard and electronic copies of your resume and cover letter drafts to class. Begin to brainstorm on and research for your individual proposal.

What is Due

Submit your Resume Assignment via turnitin.com by Sunday, June 7, at 11:59pm.

What We Will Discuss

- How do I cite my sources?
- What does the law say about intellectual property and what are my responsibilities?
- How does design play a part in communication?

Monday, June 8

How You Prepare

Read and take notes on

- Schlobohm and Ryan Chapters 3 and 10 [1],
- “2012 IEEE Standards Style Manual” [9],
- “Copyright Basics” [10], and

Bring a printed visual representation of data (graph, table, chart, etc.) related to your field to class. (Cite the source of the visual in IEEE format so we can identify the context.)

What is Due

Team Leader, submit your Team Contract via turnitin.com by Tuesday, June 9, at 11:59pm.
Wednesday, June 10

**What We Will Discuss**
- How can I improve my presentation skills?
- How can I strengthen my proposal?

**How You Prepare**
Read and take notes on
- Schlobohm and Ryan Chapter 8 [1] and
- Jefferys’ “Killer Presentation Skills” [12].
Bring a full draft of your proposal to class—an electronic version for peer review and a print version for the professor.

Monday, June 15

**What We Will Discuss**
What are you proposing (Individual Proposal Presentations)?

**What is Due**
Submit your **Individual Proposal** via turnitin.com by Monday, June 15, at 11:59pm.

Wednesday, June 17

**What We Will Discuss**
How can you improve your writing (Style Examination)?

**How You Prepare**
Review Lambert’s Style Guide [5].

**What is Due**
Submit your **Style Examination** via turnitin.com by 11:59pm today: Wednesday, June 17. Access the **Style Exam** on eLearning from 12am to 11:59pm today. Complete the exam alone. You may use any text, any resource, and any notes, but you may not collaborate. (Students collaborating will be referred to Judicial Affairs for breaking UTD Honor Code.)

Monday, June 22

**What We Will Discuss**
How is my team doing (Team Conferences)?
What other documents will I use in the workplace?

**How You Prepare**
Read Schlobohm and Ryan Chapter 7 [1].

Wednesday, June 24

**What We Will Discuss**
Are we prepared for Team Presentations?

**What is Due**
Submit revised proposals and resumes via turnitin.com by 8:30am today.
Monday, June 29

What We Will Discuss
What did you learn (Team Presentations)?

What is Due
Team Leaders, submit your Team Research Project via turnitin.com by 11:59pm today. Submit your Team Evaluation via turnitin.com by the end of class today. Submit your UTD Course Evaluation online by the end of class today.

TBD  Final Examinations

References


COURSE ASSIGNMENTS

We will be using IEEE style to format in-text and end-of-text citations in this class. You can find the IEEE citation standard in the following source (which you should download):


Credit points are awarded based upon the following maximum values per assignment or competency:

<table>
<thead>
<tr>
<th>ASSIGNMENT</th>
<th>VALUE</th>
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<tbody>
<tr>
<td>Resume Assignment</td>
<td>100</td>
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<tr>
<td>Style Exam</td>
<td>100</td>
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<tr>
<td>Individual Proposal</td>
<td>150</td>
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<tr>
<td>Individual Presentation</td>
<td>100</td>
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<tr>
<td>Team Contract</td>
<td>50</td>
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<tr>
<td>Team Report</td>
<td>150</td>
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<tr>
<td>Team Presentation</td>
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<tr>
<td>Team Evaluation</td>
<td>100</td>
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<tr>
<td>Professionalism, Communication Competency, Small Assignments, and Participation</td>
<td>150</td>
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<tr>
<td><strong>TOTAL POINTS</strong></td>
<td><strong>1000</strong></td>
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</table>

Note: Students must complete and submit the individual proposal and presentation and the team report and presentation to complete the course. Students omitting an assignment will automatically fail because assignments build on each other.

Resume Assignment

Writing Your Resume for This Assignment

Find a job advertisement—internship or position, but you must qualify now—and create a cover letter, resume, and reference list (one Word document with a section break so you can number pages correctly) for that job.

Do not depend on a resume that you previously created for a job; customize this document for this internship and apply design and style principles. Write a cover letter and resume for a specific job; the letter and resume need to address the company and the qualifications for the advertised job.

**DO NOT USE A TEMPLATE!** Templates limit your creativity and, because other people use the same templates, may decrease your ability to use design to make you stand out. Use a Word document without tables or cells because you cannot manipulate information as easily in a table.

For this assignment, use strong style (e.g., old/new pattern, actor in the subject, active verbs) and design (left align, contrast, serif font for body text, etc.) principles. If you have questions, contact the instructor.

Please see your course syllabus for due dates. You will not receive credit for the final assignment if you do not submit the final copy via turnitin.com by the due date.
Individual Proposal and Presentation—RFP

Create, research, and write a proposal to persuade your team to research your proposed topic for your team project. Write persuasively and professionally, keeping your purpose in mind; present all research ethically—using quotes, summaries, and paraphrases; and cite all sources correctly in the text as well as at the end of your document in IEEE style.

Meet the deadlines listed in your course syllabus and in this assignment. If you find a conflict, ask your instructor.

Individual Proposal
Submit a 5-page proposal to your team (Know your team members’ names with correct spellings!) to propose a topic and a deliverable for and a method to accomplish your team project. The topic should involve an issue in your field and be relevant and timely (in the last 5 years). Format your proposal as a formal letter and include an executive summary (10% of the document’s total length, so approximately one-half of a page). The page count does not include your reference list or any visual aids you provide.

Your proposal should include appropriate conventional elements for a formal letter (see your textbook), and you should use correct mechanics and strong style. Apply design principles that we discuss in class and we read in your textbook. Follow the requested design elements:

- Use 8.5”x11” page with 1” margins.
- Use 12-point serif font for the body text with a contrast for headings and subheadings.
- Singlespace your document.
- Left align all text without paragraph indentions, and include one return (doublespace) between paragraphs.
- Do not center or use all-cap text.
- Include navigational cues such as headings and subheadings and page numbers. (Do not include a page number on the first page.)
- Use appropriate visual aids, numbered and referenced in the text, with 1-pixel borders and correct captions. Do not use copyrighted images without written permission from the copyright owner(s).
- Use IEEE style for in-text and end-of-text citations.
- Submit a DOCX to turnitin.com, and email your team members your proposal.

The proposal should begin with an executive summary, and the body of the document should include the following sections and answer the following questions:

1. Introduction—What issue do you propose that your team investigate? Why is this issue relevant and important to your field and to your team members? How much detail is appropriate for this project? Summarize the proposal with an emphasis on your team.

2. Discussion—What information currently exists on this topic? Where can you find more information? Who is your audience? What can you learn from the project? How can your team members benefit from this topic? (Personalize the discussion to address each team member and focus on persuading your team to choose your topic.) How can the team accomplish this project (objectives, timeline, work plan)?

3. Resources—What sources have you already located? Who can be involved? What other resources can you provide or can your team use to investigate, report on, and present on this topic? What design elements and visual aids do you suggest?

4. Conclusion—What did you propose and why should your team choose your topic? Summarize the topic you propose and the benefits to your team members.

5. References—What sources did you cite in this document? (Present them in IEEE style.)

6. Appendixes (if necessary)

Students not meeting class deadlines will receive a zero (0) for the assignment but will be required to submit a proposal to their team for the topic of the team project or fail the class.

Individual Presentation
Your presentation will be a 10-minute formal presentation to your class with 2 minutes of questions and answers (12-minute total). Prepare and use slides. Upload a copy of your presentation to turnitin.com (as a PDF). Visit your
textbook for details about how to organize your presentation; you may follow the same format as your written proposal for the body of the presentation.

You will receive a presentation appointment as the date approaches.

**Team Contract, Report, Presentation, and Evaluation**

Collaboratively write an informative or persuasive research report that you will present to your classmates and submit to your instructor. You may write a research report, a manuscript for submission to an industry journal (e.g., in an *IEEE Transactions* journal), or a white paper. Regardless of the purpose, you are expected to write professionally and in an appropriate tone, to present all research ethically, to respect copyright law, and to cite all sources correctly (per *IEEE style* or the style of the journal, if you are submitting a manuscript) in the text as well as at the end of your document and in your presentation.

You must follow all deadlines listed in your course syllabus and in this assignment. If you find a conflict, please communicate with the instructor. Work with your team leader to keep him/her accountable, as the entire team suffers if the leader does not submit documents per the assignment by deadlines.

**Team Contract**

As a team, write a Team Contract that documents how you are going to work as a team. How will you deal with deadlines? Will you punish team members who do not fulfill the requirements documented in the contract. What standards does your team have when you interact?

**Topic Proposal**

Your team leader must email the instructor (carie.lambert@utdallas.edu) of your chosen topic 48 hours after all team members have presented their proposals. You must submit a unique topic (no redundant topics in class). (In the situation when two teams are considering the same topic, the rule is that whoever claims the topic first has priority on that topic.)

**Formal Report**

Please submit a 20-page formal report or document to your instructor about your team’s topic. Your topic should relate to an issue or new data in the engineering field (must address all team members’ fields of study) and should be relevant and timely. (NOTE: The page count does not include front matter—i.e., Letter of Transmittal, Title Page, Executive Summary, Table of Contents, List of Tables and Figures—or back matter—e.g., References, Appendixes. You will be required to include these elements in your front and back matter.)

Your report should include appropriate conventional elements, and you should use correct mechanics and strong style. Apply design principles that we discuss in class, and include the following design elements:

- Use 8.5”x11” pages with 1” margins.
- Use 12-point serif font for the body text.
- Left align (ragged right) all text without paragraph indentions.
- Singlespace your document with a return between each paragraph.
- Do not center or all-cap text.
- Include navigational cues, such as headers, page numbers, headings, and subheadings.
- Include appropriate visual cues with 1-pixel borders, in-text references, numbers (e.g., Figure 1), titles, accurate captions, and necessary citations and copyright information. (Obtain written permission to use copyrighted materials.) Provide visuals that complement your topic. (Visuals may not replace text in the page count.)
- Apply color if appropriate.
- Use *IEEE style* for in-text and end-of-text citations.
- Use page breaks to start new pages and section breaks to correctly number your pages. (Do not use returns to move text to the top of the next page.)
- Eliminate orphans and widows in your document.
- Submit a Word document (.doc or .docx) via turnitin.com from your team leader ONLY.

Your formal report must include standard sections in a formal report:
The body must be appropriately and effectively organized, with appropriate and parallel headings and subheadings. 

*Be sure to use section breaks between sections to number front matter with Roman numerals, and number text and back matter with Arabic numerals.* You may include Appendixes if necessary.

**Status/Progress Report**
In one class, you will receive an assignment to write a Progress Report during class. You will need to be prepared to present information about the progress of your team project. Your instructor will announce this date and provide you with specifics that day. This assignment will be a timed writing assignment.

**Team Presentation**
Your team presentation will be a 20-minute formal presentation to your class with 5 minutes of questions and answers (25 minutes total). (You need to prepare and practice to ensure that the presentation is the appropriate length. You must also control the question timing. Timing is part of the grading criteria.) All team members must participate by speaking during the presentation. You may use visuals (PowerPoint, Prezi, props, etc.), and you must include a bibliography for your cited sources.

**Team Evaluation**
Each member of your team will have the opportunity to *confidentially* submit an evaluation for his team members. Complete and submit this evaluation per the instructions in the course calendar.

**If you have questions, contact your instructor.**
Syllabus Contract (Student Copy)

I have read the syllabus for ECS3390.002 and the university policies (http://coursebook.utdallas.edu/syllabus-policies). I understand that by signing this contract, I have read these documents and I acknowledge that I am expected to abide by university policies, attend class, and submit quality, unique work by all deadlines to fulfill requirements for this class.

I also understand that my work for this course may be researched for program and course assessment and so the instructor can improve pedagogical theory and practice.

________________________________  _______________________
Signature                          Date
________________________________  _______________________
Printed Name
________________________________  _______________________
Student ID Number
________________________________  _______________________
Mobile Telephone Number
Syllabus Contract

I have read the syllabus for ECS3390.002 and the university policies (http://coursebook.utdallas.edu/syllabus-policies). I understand that by signing this contract, I have read these documents and I acknowledge that I am expected to abide by university policies, attend class, and submit quality, unique work by all deadlines to fulfill requirements for this class.

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__________________________________  __________________________  
Signature  

__________________________________  __________________________  
Date  

__________________________________  __________________________  
Printed Name  

__________________________________  __________________________  
Student ID Number  

__________________________________  __________________________  
Mobile Telephone Number
Talent Release Form

For valuable consideration, I do hereby authorize The University of Texas at Dallas, and those acting pursuant to its authority to

a. Record my participation and appearance on videotape, audiotape, film, photograph or any other medium.

b. Use my name, likeness, voice and biographical material in connection with these recordings.

c. Exhibit or distribute such recording in whole or in part without restrictions or limitation for any educational or promotional purpose, which The University of Texas at Dallas, and those acting pursuant to its authority, deem appropriate.

d. Exhibit or distribute any written documentation in whole or in part without restrictions or limitation for any educational or promotional purpose, which The University of Texas at Dallas, and those acting pursuant to its authority, deem appropriate.

This release shall remain in effect unless revoked in writing.

Name: __________________________________________________________

Address: _________________________________________________________

Phone No.: ___________________________ Email: _______________________

Signature: ___________________________ Date: _________________________

Witness: _____________________________ Date: _________________________