



# Douglas College

## COURSE INFORMATION

A: Division: INSTRUCTIONAL

Date: NOVEMBER 20, 1997

B: Faculty: LANGUAGE, LITERATURE & PERFORMING ARTS

New Course: X

Revision of Course Information Form:

C: PRFU 340

D: WRITING FOR ELECTRONIC COMMUNICATIONS

E:

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Subject and Course Number	Descriptive Title	Semester Credit						
<p><b>F: Calendar Description:</b> The course is designed to provide students with an overview of the context and practices of writing and designing for electronic communication media. Instruction will focus on writing and designing for the internet: online documentation, CD Rom, Web pages, and intranet communications. Key to the course is an understanding of the writer's role in the collaborative-team approach.</p>								
<p>Summary of Revisions: ( date &amp; section)</p>								
<p><b>G: Type of instruction: Hrs per week</b></p> <p>Lecture: 1 hrs  Laboratory: 2 hrs  Seminar: 1 hrs  Clinical Experience: hrs  Field Experience: hrs  Practicum: hrs  Shop: hrs  Studio: hrs  Student Directed Learning: hrs  Other (specify) hrs  Total: 4 hrs</p>	<p><b>H: Course Prerequisites</b> ACCEPTANCE TO PROGRAM OR PERMISSION OF COORDINATOR</p>							
	<p><b>I: Course Corequisites</b> NONE</p>							
	<p><b>J: Course for which this Course is a Prerequisite</b> NONE</p>							
	<p><b>K: Maximum Class Size:</b> 30</p>							
	<table border="1"> <tr> <td><b>M: Transfer Credit</b></td> <td>Requested</td> <td>x</td> </tr> <tr> <td></td> <td>Granted:</td> <td></td> </tr> </table>		<b>M: Transfer Credit</b>	Requested	x		Granted:	
	<b>M: Transfer Credit</b>	Requested	x					
	Granted:							
<p><b>L:</b> College Credit Transfer x</p> <p>College Credit Non-Transfer</p> <p>Non-Credit</p>								
<p>Specify Course Equivalents or Unassigned Credit as appropriate:</p> <p>UBC:  SFU:  U Vic:  Other:</p>								

*Hal Gray*  
Coordinator  
Course Designer(s)

*Spencer*  
Faculty Dean

*Interlocking*  
Vice-President  
*P.H. Gray*  
Registrar

**N. Textbooks and Materials to be Purchased by Students:**

Textbooks could include:

- Horton, William. Designing and Writing Online Documentation. John Wiley & Sons, 1994.  
Horton, William. Illustrating Computer Documentation. John Wiley & Sons, 1997.  
Horton, William. The Icon Book. John Wiley & Sons, 1994.  
Schriver, Karen. Dynamics in Document Design. John Wiley & Sons Ltd, 1997.  
Hale, Constance, ed. Write Style: Principles of English Usage in the Digital Age. Wired Publications, 1997.

Software could include:

Front Page  
Word 7  
Robohelp  
Adobe Acrobat Distiller (PDF file collation)  
Java

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**O. COURSE OBJECTIVES**

Students will develop a facility to write and design for the different mediums that comprise electronic communications, e.g., Online Documentation, CD-Rom, Web Pages, and Intranet Communication.

**P. COURSE CONTENT****1. Basic Electronic Media Skills**

The student will:

- a) complete a cognitive analysis of how users move through information
- b) analyse the writer's role in the collaborative team approach
- c) examine the ethical issues of writing for multimedia, e.g., the monitoring of employees and editing of newsgroups
- d) recognize types of electronic media
- e) know what electronic media to use for specific jobs
- f) learn basic scripting skills that apply to all types of media
- g) examine the skills of minimalist writing
- h) study screen design

**P. COURSE CONTENT - cont'd**

**2. Secondary Electronic Media Skills**

The student will:

- a) study scripting/storyboarding for specific types of media
- b) learn how to construct an audience analysis for each electronic medium
- c) analyse end-user information needs
- d) learn project development and acquisition management
- e) learn documentation planning
- f) learn html and programming language
- g) learn how to use programming tools
- h) learn file management, conversion, transferring, handling graphics and text

**3. Types of Electronic Media**

**I) CD-Rom/DVD**

The student will:

- a) write for CD-Rom and Digital Versatile Disk (DVD)
- b) learn how to use hypertext for CD-Rom/DVD
- c) learn content development/acquisition
- d) examine delivery methods and their consequences
- e) understand the steps of CD-Rom/DVD production

**II) Online Communication**

The student will:

- a) define online documentation
- b) examine the differences between manuals and online help
- c) learn to navigate through online help
- d) learn to design and map a help system
- e) write for online use
- f) learn content development/acquisition

**III) Internet Communication**

The student will:

- a) examine internet uses
- b) learn what makes a good/bad web site
- c) examine the uses of hypertext/linking for the web
- d) learn content development/acquisition
- e) learn web architecture
- f) study web design/formatting/graphic-use
- g) use the internet (e.g., as a search engine)
- h) write web pages

IV) Intranet Communication

The student will:

- a) examine each purpose for intranet use
- b) analyse intranet content
- c) develop content for use
- d) study design elements
- e) write for intranet use
- f) learn to maintain documents, feedback, and statistics

**Q. METHOD OF INSTRUCTION**

This course will utilize a combination of lecture, seminar, and laboratory classes and field-related activities.

**R. COURSE EVALUATION**

Writing and production of a CD-Rom	20%
Creation of an online document	20%
Creation of a Web page	20%
Intranet design and development plan	20%
Field research and analysis of an electronic communications product	<u>20%</u>
	100%