Douglas College

A.	Division:	**INSTRUCTIONAL**	Effective Date:		September 2004	

B.	Department / Program Area:	**LANGUAGE, LITERATURE AND PERFORMING ARTS COMMUNICATIONS**	Revision	**X**	New Course	

If Revision, Section(s) Revised: **C**

Date of Previous Revision: **November 20, 1997**
Date of Current Revision: **September 2004**

C:	**PRFU 2340**	**D**:	**WRITING FOR ELECTRONIC COMMUNICATIONS**	**E: 3**
	Subject & Course No.		Descriptive Title	Semester Credits

F: Calendar Description:

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.

G: Allocation of Contact Hours to Type of Instruction / Learning Settings

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

H: Course Prerequisites:
ACCEPTANCE TO PROGRAM OR PERMISSION OF COORDINATOR

I: Course Corequisites:
NONE

J: Course for which this Course is a Prerequisite
NONE

K: Maximum Class Size:
30

L: PLEASE INDICATE**:**

- [ ] Non-Credit
- [ ] College Credit Non-Transfer
- [X] College Credit Transfer: Requested [X] Granted [ ]

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)

M: Course Objectives / Learning Outcomes
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.

N: Course Content:

1. Basic Electronic Media Skills
   The student will:
   a) complete a cognitive analysis of how users move through information
   b) analyze 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

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) analyze 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) analyze intranet content

	c)	develop content for use
	d)	study design elements
	e)	write for intranet use
	f)	learn to maintain documents, feedback, and statistics

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

P: Textbooks and Materials to be Purchased by Students
Textbooks could include:

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

Software could include:

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

Q: Means of Assessment

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%

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

Course Designer(s)   Education Council / Curriculum Committee Representative

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Dean / Director   Registrar