



DAI 324 Communications/Presentations

Fall 2007

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Office hour: Tuesdays, 9-10 p.m. (right after class), or by appointment

The Design and Industry Department offers a strong, well-rounded, interdisciplinary education to a diverse population with an emphasis in: design and technology; visual communication; industrial technology; and product design and development. Our program prepares students to make valuable contributions to their fields through **communication**, innovation, function, management, and production. We strive for a global approach toward design that includes **social, ethical and environmental responsibility**.

Course Description and Objectives

Prerequisite: ENG 214 or consent of instructor.

This course focuses on common forms of professional communication. Beginning with relatively short forms, such as a resume and letter, we will progress toward more extensive communications such as proposals, reports, and presentations. The main course objectives are:

- Understanding writing as an iterative and collaborative process
- Understanding professional standards and creating polished writing samples for your portfolio
- Gaining confidence in presenting your work
- Gaining experience with a word processing tool (MS Word) and presentation tools (MS PowerPoint or Adobe Acrobat)

Resources

- iLearn will be our class communications hub. We will use it for practically everything: submitting and returning homework; conveying grading information; pointing to class readings; and communicating on collaborative projects. Be sure to check every time you receive an email notice!
- *(optional) Writing on the Job*, updated edition, by John C. Brereton and Margaret A. Mansfield, Publisher: W.W. Norton

Grading

This course is designed for maximum participation (in-class writing, peer review, presentations, discussion), so it is very important that you attend each session in its entirety. Attendance will be taken. Unexcused absences beyond two will result in the loss of 5 points from your final grade for each unexcused absence.

In-class assignments

In-class assignments will be submitted each class by placing your work in your personal folder in the class binder. Important: Keep your folder in alphabetical order by last name.

Formatting Requirements

- All work must be typed using MS Word. I will use the track changes and comment facilities in MS Word to grade your work and make suggestions.
- Use 1" margins and 10 to 12 point type unless another layout is specified or approved.
- Presentations must be submitted in MS PowerPoint for approval at least two days before scheduled presentation to the class.

Assignments: Important Things to Know

- All written assignments must be your original work. Quoted sources **must** be referenced. Plagiarism will not be tolerated.
- Collaborative work is designed to give you experience with specific roles and to solve problems from several points of view. Everyone must finish their assigned work on time.
- Working on projects relevant to your place of employment requires special permission.
- Late assignments without approved extensions will be penalized.
- You must complete 100% of the assignments to earn course credit.
- Incompletes are given only under extraordinary circumstances and will require the approval of the department chair.
- SFSU grade guidelines for grading policy: <http://www.sfsu.edu/~bulletin/current/grading.htm>

Deliverable	Grade value (%)
In-class writing assignments / participation	10
Resume	10
Cover letter	10
Instructions	10
Proposal	20
Team project (full-length technical or marketing document)	20
Presentation	20

I hope you will find this material of much value as you prepare your senior portfolios.

--Petra Wehle