

**ENC 3254: WRITING FOR GRAPHIC DESIGN Fall 2024, Sections 12193 & 23700**

*Even if visual literacy is your forte, verbal literacy—and that means transcription of thoughts and ideas through words—is essential to being a designer --Steven Heller*

**TERM** | Fall 2024

**LOCATION** | TURL 2303

Section 12193	Section 23700
Mondays, Period 2 and 3: (8:30 am – 10:25 am)	Mondays, Period 4: (10:40 am – 11:30 am)
Wednesdays, Period 2: (8:30 am – 9:20 am)	Wednesdays, Periods 3 and 4: (9:35 am – 11:30 am)

**INSTRUCTOR** | Dr. Carolyn Kelley

**EMAIL** | [ckelley@ufl.edu](mailto:ckelley@ufl.edu)

**OFFICE HOURS** | Please see CANVAS home page for office hours. If office hours are not convenient, feel free to make an appointment. *Note:* No office hours held on school holidays.

**COURSE DESCRIPTION**

Designed specifically for students majoring in Graphic Design, this course will strengthen communications skills needed for success in your field. Students will learn to write documents important to the graphic design industry (writing about your work, email etiquette with clients, peers, or superiors, giving information to clients, business reports, and copywriting) as well as documents that will be important to your individual careers (emails to prospective employers, résumés, and cover letters). The course also focuses on oral communication skills by providing practical experiences through practice interviews and in-class participation. We also will study basics in grammar and good writing style.

Because writing is a process, you will have the opportunity to rewrite several of your assignments. If you put your best effort into your first drafts and carefully revise your work, you should produce your best possible writing, and you will leave this class a much stronger and more business writer than when you entered it.

**COURSE OBJECTIVES**

By the end of this course, students will be able to:

- Plan, draft, revise, edit, peer review, and proofread documents
- Develop papers and projects using critical thinking and problem-solving skills
- Identify and write to specific audiences with clear and unencumbered prose
- Develop academic research skills using the library and research databases
- Summarize, analyze, and synthesize academic resources

**GENERAL EDUCATION LEARNING OUTCOMES**

This section of ENC 3254 satisfies the requirements for General Education Credit in the following area: Composition- E6 (6,000 words). Course grades now have two components: To receive writing credit, a student must receive a grade of “C” or higher and a satisfactory completion of the writing component of the course to satisfy the CLAS requirement for Composition (C) and to receive the 6,000-word University Writing Requirement credit (E6).

You must turn in all papers totaling 6,000 words to receive credit for writing 6,000 words. The writing requirement ensures students both maintain their fluency in writing and use writing as a tool to facilitate learning. PLEASE NOTE: a grade of “C-” **will not** confer credit for the University Writing Requirement or the CLAS Composition (C) requirement. The instructor will evaluate and provide feedback on the student's written assignments with respect to content, organization and coherence, argument and support, style, clarity, grammar, punctuation, and mechanics. Please see the following web site for more information:

<http://www.registrar.ufl.edu/catalog1011/policies/advisinggordon.html>

### PLAGIARISM and ACADEMIC HONESTY |

Plagiarism is a serious violation of the [Student Honor Code](#). The Honor Code prohibits and defines plagiarism as follows (from the [2018 revision](#)):

*Plagiarism. A Student must not represent as the Student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:*

1. Stealing, misquoting, insufficiently paraphrasing, or patch-writing.
2. Self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the Student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.
3. Submitting materials from any source without proper attribution.
4. Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author.

**Important Tip:** Anytime you cut and paste another person's/website's words, and you don't give the source credit for those words by using citations, you are committing plagiarism. **Best practice: DON'T cut and paste anything beyond citation-like information, such as titles of essays, journals, author's names, DOIs, web addresses.** If the information is going into the actual text of your paper, and you cut and paste without giving credit, even if you change a few words, you are committing plagiarism, and you will get a zero on the assignment in question, and you face the risk of failing the entire course as well.

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Click [here to read the Conduct Code](#). If you have any questions or concerns, please consult with the instructor before work is due.

### STUDENTS WITH DISABILITIES |

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. Click [here to get started with the Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

### COURSE EVALUATION |

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

**CAMPUS RESOURCES |**

## 1. Health and Wellness

- *U Matter, We Care*: If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.
- *Dean of Students Office*: Students who experience a family or personal emergency (death in the family, unplanned hospitalization, etc.) may contact the [Dean of Students Office](#) and request notification letters be sent to their professors. 325-392-1261
- *Counseling and Wellness Center*: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- *Student Health Care Center*: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).
- *University Police Department*: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- *UF Health Shands Emergency Room / Trauma Center*: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

## 2. Academic Resources

- *E-learning technical support*: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).
- *Library Support*: Various ways to receive assistance with respect to using the libraries or finding resources.
- *Teaching Center*: Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.
- *Writing Studio*: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- *Student Complaints On-Campus*: [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).
- *On-Line Students Complaints*: [View the Distance Learning Student Complaint Process](#).
- *Career Connections Center*: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

**IN-CLASS RECORDING |**

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a

particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

#### PAPER MAINTENANCE RESPONSIBILITIES |

Students are responsible for maintaining duplicate copies of all work submitted in this course and retaining all returned, graded work until the semester is over. Should the need arise for a resubmission of papers or a review of graded papers, the student is responsible to have and to make available this material. **Broken or malfunctioning computers cannot be accepted as an excuse for late work. Please back up all your work.**

#### CLASSROOM BEHAVIOR |

Please keep in mind that students come from diverse cultural, economic, and ethnic backgrounds. Diversified student backgrounds combined with provocative texts require that you demonstrate respect for ideas that may differ from your own. Disrespectful behavior will result in dismissal, and accordingly absence, from the class.

#### HOW CLASS PARTICIPATION AFFECTS YOUR GRADE |

Students are expected to contribute constructively to each class session and to pay attention during class. Although no “points” are assigned as part of your grade, let’s say, for example, your final grade is 895 (B+). If your class participation has been productive, your grade would be “bumped up” to an A-. If you have not participated in class, your grade would remain at a B+. I look for “quality” not “quantity.” In other words, your grade will not be favorably influenced by talking just to talk. I expect you to make intelligent and insightful comments in relation to the material studied in class. In addition, inattention in class will be noted and will discourage your instructor from “bumping up” your grade.

#### ATTENDANCE and MAKE UP POLICY |

Attendance is required. The policy of the University Writing Program is that if students miss more than six periods during the term, they will fail the entire course. Double periods count as two absences. The UWP exempts from this policy only those absences due to university-sponsored events, such as athletics and band, religious holidays, quarantine, illness, or serious family emergencies. For absences due to quarantine or illness, your instructor may require a signed doctor’s note or confirmation from UF Screen, Test, & Protect. If students are absent, it is their responsibility to make themselves aware of all due dates. If absent due to a scheduled event, students are still responsible for turning assignments in on time.

*Attendance begins after add/drop.* Absences during the add/drop week will not count as unexcused absences. Attendance will be recorded on CANVAS under ATTENDANCE. You may have up to FOUR unexcused absences (class periods) with no penalty to your grade. For each unexcused absence after FOUR, **you will lose 10 points off your final grade.**

**Based on the UWP's attendance policy unexcused absences affect your grade as follows:**

- 0 – 4 unexcused absences: no grade penalty.
- 5 – 6 unexcused absences: -10 points off final grade for each day – these subtractions are taken from your “role call attendance” grade. This grade will be zero if you have fewer than 5 absences. It will be -10 for 5 absences and – 20 for 6 absences.
- Over 6 unexcused absences: You cannot pass the class.

**Excused absences do not count against your attendance record, only unexcused absences count against your attendance record.** Your grade will not be affected if you have 0 – 4 unexcused absences. You will lose 10 points for each unexcused absence after four (Wednesdays, as double periods, count as 2 absences).

In general, acceptable reasons for absence from or failure to participate in class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, and professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, athletic competition, or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) will be excused. Documentation is required in most circumstances for excused absences. Please inform your instructor of upcoming excused absences (if possible) before they occur. I will also give excused absences for professional development (interviews for graphic design jobs that conflict with our class schedule). If you feel at any time you have a personal event that should receive an excused absence that is not on the list above, please contact your instructor. I will take these requests on a case-by-case basis.

**Late Assignments:** If you have an acceptable absence that causes you to miss an assignment due date, please provide proper documentation and speak to your instructor as soon as possible.

**Late to Class:** Students are expected to be on time. Habitually tardiness disrupts the class and may cause you to miss important announcements or class information.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

**If students are absent,** they are responsible for materials discussed that day. Please do not email your instructor to ask what material covered on the day of a missed class. To find out about the materials covered, you can:

- ask a classmate for notes – use the class discussion board to request notes AND/OR offer to share your notes
- visit your instructor during office hours
- make an appointment to see your instructor outside of office hours
- attend the ZOOM link (see below)

**Zoom Link:** You will have access to a ZOOM link so that you can keep up with class materials if you are unable to be present in class for any reason. **Note: Signing on the ZOOM link is not connected to attendance. Signing on the ZOOM link does not qualify as attending the class, and you will be marked as absent if you are not in the face-to-face classroom.** If you are on the ZOOM link and have an excused absence, you will be marked as excused; however, if you are on the ZOOM link and do not have an excused absence, you will be **marked as absent.**

While on the Zoom link, you can only observe the class, you won't be able to participate. **ENC 3254 is not a hybrid class.** The Zoom link is set up as a courtesy by your instructor to help you keep up with course activities/materials, when you are absent so that you can take notes and don't get behind.

### REQUIRED TEXT |

- This course has no textbook: In the spirit of keeping textbook costs as low as possible, please see the table below which lists the texts we will study this semester and how you can find them. This course earns an apple, signifying the cost per credit hour is \$20 or less, or \$60 for the entire 3-credit course.

### ADDITIONAL TEXTS |

- Materials posted on ARES (Course Reserves) - available for free in the Arts & Architecture Library
- Materials posted on CANVAS under MODULES- available for free
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### GRADING & GRADING SCALE |

Successful assignments will demonstrate understanding and practice of professional writing and follow the conventions of the discipline as specified in each assignment. To receive a passing grade, each assignment must reach the minimum assigned word count.

A	4.0	93-100	930-1000	C	2.0	73-76	730-769
A-	3.67	90-92	900-929	C-	1.67	70-72	700-729
B+	3.33	87-89	870-899	D+	1.33	67-69	670-699
B	3.0	83-86	830-869	D	1.0	63-66	630-669
B-	2.67	80-82	800-829	D-	0.67	60-62	600-629
C+	2.33	77-79	770-799	E	0.00	0-59	0-599

Additional information on current UF grading polices can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

### MODULES & MAJOR ASSIGNMENTS |

#### Module 1: Personal Professionalization: You and Your Work

This module will work on preparing you for the job market. You will begin with writing a professional biography (bio). Then, you will design a cover letter, resume, and undergo a brief practice interview in which your instructor and your peers will provide feedback.

#### Module 2: General Business Writing

No matter how brilliant your designs are, if you cannot explain your process in designing them or how and why clients should use them, they may never be appreciated to their fullest potential. To practice this important skill, you will write a long description (200 words) and a short description (20 words) of one of your designs. You also will practice writing professional emails for common situations, such as corresponding with a prospective employer, providing detailed information and giving bad news to a client. To this extent, you will write a short informative email, a long informative email, and a bad news letter.

#### Module 3: Business Plan for First Magnitude Brewing Company, Gainesville, FL

You will work in small teams to create a long proposal business plan. Your topic will be a brewing company in Gainesville called *First Magnitude Brewing Company* (FMBC). Have some design fun helping the company come up with packaging/advertising/signage/website updates while learning how to write a business proposal in your field.

**Module 4: Copywriting**

Graphic Designers often are called upon to write copy. You will complete a “tagline” writing assignment and create home-page-type and product-page-type copy for a product of your choice.

**Module 5: In-class Exercises: 5 @ 5 points each = 25 points**

We will do 7 in-class exercises this semester. You will submit 5 of at the semester’s end. Submit all 7 and get +4 bonus points!!

**Module 6: Grammar and Style:**

You will watch Asynch lectures on GRAMMAR and STYLE. After watching them, you will have the option to complete an extra credit assignment for grammar and you will do an in-class exercise related to style. You also have the PowerPoint slides that accompany both lectures available as reference material.

**In Various Modules: Peer Reviews/Self-Critiques:**

You will assist your peers by conducting peer reviews of some of their assignments. You will conduct a group self-assessment about your team’s work on the Business Plan.

**TURNING IN ASSIGNMENTS |**

- a. All assignments are due on the date/time indicated in the table below. Upload the assignment on CANVAS.
- b. Upload as word documents or pdfs (EXCEPTION: don’t upload entire document as one image – okay to imbed images in a pdf document). **CANVAS can’t read PAGES.**
- c. **Late work:** Penalized 10% of total points for each calendar day (pro-rated). Late points cannot be made up with optional rewrites.
- d. Emailed assignments cannot be accepted at any time during the semester due to university plagiarism rules.

**OPTIONAL REWRITES |**

Many assignments may be revised for the average of the two grades. See the table below for the revision/rewrite policy for each assignment. Revisions instructions:

- Due (usually) one week after the original paper is returned
- Upload on CANVAS under the appropriate assignment
- Turn in on time - No late rewrites can be accepted due to time constraints. If CANVAS will not allow you to upload your rewrite, it is late and cannot be accepted. Please do not email the rewrite to your instructor or post it as a document in comments section under the assignment.
- No making up late points lost in original submissions in rewrites
- **Highlight** any changes made on the rewrite (revised assignment)

**Rules about highlighting: You are required to highlight changes on any assignment submitted for a new grade:**

- Anytime you type in new material, highlight it.
- Any time you take out material, no need to highlight or note that material has been taken out.
- **If you do not highlight the changes made, your original grade will have to stand due to time constraints.**
- Exception: If you rewrite an entire assignment, write “Global changes made – no highlighting” at the beginning of the section/paper. This option is only in effect if your instructor suggests you must revise the entire assignment or an entire section of an assignment.

**OPTIONAL FIRST DRAFTS |**

For the business report and the copywriting assignments, students may submit first drafts. These drafts must be completed versions of the assignments. First drafts will be graded and the student will receive detailed feedback. The student can then revise and turn in a final draft on the due date. See the day-to-day schedule for due dates for these drafts.

**ASSIGNMENT VALUES AND WORD COUNTS |**

*This table provides a visual representation of our assignments this semester. See the assignment descriptions above for more details (as well as individual assignment information on CANVAS. See next page*



Assignment	Point Value	Words (min)	Due Date: all at 11:59 pm: to be determined	Rewrite for avg of 2 grades? Opt 1 <sup>st</sup> Draft?
<b>Module 1: Personal Professionalization: 205 pts</b>				
a. Short info email	25	50	Week 2	Yes
b. Personal Bio	50	200	Week 3	Yes
c. Résumé	25	400*	Week 4	Yes for better of two grades
d. Cover Letter + Peer Review	75 10	250 150	Week 4	Yes for better of two grades (no rewrite on Peer Review)
Optional Grammar Exercise	(2)	n/a	Week 5	
Practice Interview + Peer Critiques	20	120	Various times – see sign up sheet	n/a
<b>Module 2: General Business Writing: 290 pts</b>				
a. Describe design – long and Peer Review	75 10	200 150	Week 6	Yes (no rewrite on Peer Review)
b. Describe design/process – short	20	20	Week 6	Yes
c. Negative News Letter + Peer Review	75 10	200 150	Week 7	Yes (no rewrite on Peer Review)
d. Informative Message	100	425	Week 8	Yes
<b>Module 3: Business Plan: First Magnitude: 305 pts</b>				
Business Plan: Report (word count per person) +	270	1300	Week 12	Yes Opt 1 <sup>st</sup> Draft: Week 11
• Peer Review	15	200	Week 13	
• Self-Critique	20	250	Week 13	No rewrite on Peer Review or Self-Critique
<b>Module 4: Copywriting: 175 pts</b>				
a. Taglines	50	100	Week 14	Yes
b. Copywriting	125	325	Week 15	No - Opt 1 <sup>st</sup> Draft: Week 14
<b>Module 5: In-class Exercises: 25 pts; 5 @ 5 points</b>				
	25	1500 (300 words each)	Week 15	Turn in all 7 and get +4 extra credit points. No rewrite
<b>Totals</b> *approximation- difficult to tell how many words are needed in a resume.	<b>1000</b>	<b>6000</b>		

**DAILY COURSE SCHEDULE of TOPICS & ASSIGNMENTS |**

*This schedule is subject to change. New versions of the syllabus, if needed, will be posted on CANVAS.*  
 Assignments/Readings are due/covered on the date they are listed.

**TEMPLATE |**

**ARES:** Library Course Reserves

**MOD #letter:** Indicates the document to read for the day of class. You find the document under MODULES (also copied on CANVAS FILES or PAGES by default)

Example: MOD 1B: Short Info Emails --> Locate Module 1, open & read document 1B to prepare for class that day.

**Module 1: Personal Professionalization****Week 1**

Introduction to Course

MOD 1A: Introduction to Course

MOD 1B: Short Informative Email

Practice Short Info Emails

MOD 5: In-Class Exercises Assignment

ARES: "Poster-a-day visual Vitamin" (Heller) pages 17 – 20 only

In-class Writing Exercise #1: Poster-a-day

**Week 2**

**Due: Short informative email**

MOD 1C: Intro to Personal professionalization

MOD 1D: How to Write the Personal Bio

Review Personal Bios

**DUE: Personal Bio**

MOD 1E: How to Write the Cover Letter

MOD 1F: Format: Review full-block letter format

Practice Cover Letters

**Week 3**

MOD 1G: How to Write the Resume

Review Sample Resumes

MOD 1H: The Practice Interview

MOD 1H: PPT: How to Prepare for an Interview

**Week 4**

Peer Review Expectations

Speed interviewing exercise

**DUE: Résumé**

**DUE: Cover letter**

**Upload on CANVAS – under job interview assignment**

- Job Description (not graded-cut and paste)
- Piece of original work you will discuss in your interview

Email via CANVAS to your Student Interviewer: Resume, Cover Letter, Job Descrip, and Original piece of art

Practice Interviews – Group A

**Week 5**

Due: Peer Review on the Cover Letter Assignment

**MOD 6:** How to Write with Correct Grammar

Due: Optional Grammar Worksheet for +2 Extra Credit points

Practice Interviews – Group B

**Module 2: General Business Writing**

**Week 6**

MOD 2A: Writing about Your Work

Examples: Long and Short Writing about Your Work

Due: Long and Short Version of Writing about Your Work

ARES: *Design Made Difficult* (Gill)

MOD 5: In-class Writing Exercise #2: Write about Gill's designs

MOD 2B: How to Write The Negative News Message

MOD 1F: Example: review full-block letter format (Same as used in the cover letter)

Due: Peer Review on the Long Version of Writing about your Work

**Week 7**

MOD 5: In-class Writing Exercise #3: Write a practice Negative News message

DUE: Negative News Message letter

MOD 2C: How to Write the Long Informative Email

Practice: Long informative e-mails

**MOD 6:** How to write with STYLE

Due: Peer Review on the Negative News Letter Assignment

**Week 8**

MOD 5: In-class Writing Exercise #4: Practice writing with style

MOD 3A Introduction for the Business Proposal Project including the RFP: Request for Proposal from First Magnitude Brewing Company

Look over First Magnitude Brewing Company's Website: <http://fmbrewing.com/>

UE: Long informative email

**Module 3: Business Proposal: First Magnitude Brewing Company**

\*\*\*Personal Field trip to First Magnitude Brewery Company (FMBC) – You will take a “personalized field trip” to FMBC OR if not possible due to COVID-related issues or transportation issues, take a virtual tour. Go to the website, visit *YouTube*, or *Google*. You should plan to take this journey – either in person or virtually – by Wednesday, March 30

**Week 9**

MOD 3B: How to Write the Business Report or Business Proposal

ARES: *The Graphic Designer's Guide to Better Business Writing* (Janoff/Smith): Ch 10 & 11, pages 111 - 135

ARES: "Writing the Business Report" (Shwom/Snyder)

Review Sample Business Reports

Assign Groups for Project

Group Introductions: Assign sections and begin in-class work on project

**Week 10**

Meet in Library West Room 211: Meeting with Business Librarian Peter McKay

Work on Project in Class – Attendance taken (Zoom option NOT available)

**Week 11**

Work on Project in class – Attendance taken (Zoom option NOT available)

Work on Project in class – Attendance taken (Zoom option not available)

Due: Optional completed 1<sup>st</sup> Draft of Business Report

**Module 4: Copywriting**

**Week 12**

Mod 5: In-class Writing Exercise #5: Working in a Group

DUE: Business Report: One group member only uploads on CANVAS

Module 4A: Taglines and Taglines Assignment

Mod 5: In-class Exercise #6: Practice Tag Lines

**Week 13**

Due: Ten Taglines

Due: Peer Review on the Business Plan Assignment

Due: Self-Critique on the Business Plan Assignment

Module 4B: Copywriting and Copywriting Assignment

Review Sample Copywriting

**Week 14**

Due: Optional completed 1<sup>st</sup> Draft of Copywriting Assignment

CANVAS: PAGES: Burning Settler's Cabin BLOG for September 29, 2015, "The Fast Road to Hell"

<http://www.burningsettlerscabin.com/burning-settlers-cabin-blog/2015/9/29/t6i7pz63nixaxj9dxvzbu75azpaegb>

Mod 5: In-class Writing Exercise #7: Answer prompt about Adams' BLOG entry

Course/Instructor Evaluations

**Week 15**

Due: Copywriting

Due: In-class Exercises

Writing Lab: Work on one (or more) of the following:

- Copywriting assignment
- In-Class Writing Exercises
- Re-write Taglines Assignment
- Complete Course/Instructor Eval if not done already

**No Final Exam**