TECM 5191: Digital Literacies for Professional Communicators

Instructor Contact

Name:	Professor Kim Sydow Campbell (aka "Dr. Kim")
Preferred Contact:	via Slack (see the assignment instructions in Canvas)
Email:	Kim.Campbell@unt.edu
Office Hours:	by appointment on Zoom and flexible to accommodate you
LinkedIn:	connect with Dr. Kim
Twitter:	follow Dr. Kim (especially to receive job/internship announcements)

You should post questions on Slack. It is something like text messaging on steroids. Slack is a common communication tool in tech workplaces, so the course will help you become literate in it as one type of digital tool. Either I will answer you or one of your classmates will. This way we can all benefit from questions asked, and they can be answered in a venue that the whole class can see.

If you have a private question, please contact me using a DM (direct message) on Slack. I will respond within 24 hours (often within an hour). We can always schedule a Zoom meeting, too. I'm here to support your growth as a tech comm professional.

Course Description

Examination of the digital literacies used in professional contexts. Intensive theory and practice of authoring tools, content management, single sourcing and coding.

Materials

There is no textbook for TECM 5191. All required readings and other source materials are available in Canvas. All required software tools are also available at no cost to students. Instructions for accessing those tools appears in the relevant assignment descriptions in Canvas.

Course Prerequisites or Other Restrictions

Because our graduate programs (both MA and GAC) admit students in any term, this course does not require prerequisite courses or knowledge apart from technology abilities (see Technology Requirements for more on these abilities and sources for learning them).

Course Structure

This course takes place 100% online. You will have one synchronous video meeting with Dr. Kim using Zoom in the first few weeks of the semester. We will use Slack for quick, unplanned, informal communication. You'll complete an activity to get yourself set up in Slack. Other than that, your interaction with me and with your fellow students will take place in Canvas.

There are 8 weekly modules of content that you will move through to complete the course.

Module	Topic or Focus of Instruction	Tools or Techniques
1	Digital Literacies for Technical Communicators	Slack, WordPress, web design
2	Technical Authoring Tools	HTML/CSS, Flare
3	Modular Content Techniques	Slack, topic-based authoring, EPPO, DITA, content modeling
4	Single Source Publishing	Slack, web design, HTML/CSS, Flare, topic-based authoring, EPPO, DITA, content modeling
5	Screencasting Tools and Techniques	Scripts/storyboards, minimalism, Camtasia
6	Video Post-Production Techniques	minimalism, Camtasia
7	Web Design in a Content Management System	WordPress, web design, HTML/CSS
8	Future Digital Literacies	APIs, micro content, AI, chatbots

Course Objectives

Upon successful completion of this course, you will demonstrate the most relevant digital literacies needed by technical communication professional by

1. reflecting upon your strategies for learning digital literacies in order to plan for future learning
2. understanding the tools/techniques for using these digital literacies and exploring their roles in tech comm
   a. HTML/CSS
   b. web design
   c. content management systems
   d. modular content
   e. screencast
   f. instant messaging
3. applying tools/techniques for using the digital literacies above when
   a. designing a portfolio website in Wordpress
   b. writing topic-based and structured technical content components in MadCap Flare
   c. publishing single source technical content in print and on the web with MadCap Flare
   d. producing a screencast for a quick start guide in Camtasia
   e. communicating in Slack

The course also offers students the opportunity to earn three certificates for completion of LinkedIn Learning courses on these digital tools:

- WordPress
- Flare
- Camtasia

Technical Requirements & Skills

Technology is the focus of TECM 5191. To successfully complete this course, you must have access to a reliable internet source. You should also have these skills:

- using the learning management system (Canvas)
- downloading and installing software
- using web browsers (multiple ones are good for testing web designs)

Technology Help

If you need technology help in TECM 5191, especially with MadCap Flare and Camtasia, use the TECM Tech Lab.

> **Hours:** Monday - Thursday 8am - 10pm & Friday 8am - 5pm (Central Time Zone)
> **Room:** Auditorium Building 307
> **Email:** unttechlab@gmail.com
> **Phone:** 940-565-4193

Visit the TECM Tech Lab Resources page for more information.

Other technology help at UNT:

- UNT Help Desk
- Canvas Support
- Computer and Internet Literacy

Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors online. Behavior that interferes with instruction or other students' opportunity to learn cannot be tolerated. Consequences may include being referred to the Dean of Students to consider whether the behavior violated the Code of Student Conduct (UNT Policy 17.012). The university's and instructor's expectations for student conduct apply to all instructional settings.

The total points earned in the course can be reduced by up to 10 points (one letter grade) for demonstrating lack of professionalism. To avoid this, you should remain

- **Respectful** to the instructor and other students through your actions and words;
- **Responsive** to the instructor and other students; and
- **Knowledgeable** of course policies and procedures.

A student will receive one warning before points are deducted.

See these Engagement Guidelines (https://clear.unt.edu/online-communication-tips) for more information.

Getting Help: Student Support Services

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center) (https://studentaffairs.unt.edu/student-health-and-wellness-center)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (https://studentaffairs.unt.edu/counseling-and-testing-services)
- [UNT Care Team](https://studentaffairs.unt.edu/care) (https://studentaffairs.unt.edu/care)
- [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry) (https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)
- [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling) (https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)

Other student support services offered by UNT include

- [Registrar](https://registrar.unt.edu/registration) (https://registrar.unt.edu/registration)
- [Financial Aid](https://financialaid.unt.edu/) (https://financialaid.unt.edu/)
- [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services) (https://studentaffairs.unt.edu/student-legal-services)
- [Career Center](https://studentaffairs.unt.edu/career-center) (https://studentaffairs.unt.edu/career-center)
- [Multicultural Center](https://edo.unt.edu/multicultural-center) (https://edo.unt.edu/multicultural-center)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (https://studentaffairs.unt.edu/counseling-and-testing-services)
- [Pride Alliance](https://edo.unt.edu/pridealliance) (https://edo.unt.edu/pridealliance)
- [UNT Food Pantry](https://deanofstudents.unt.edu/resources/food-pantry) (https://deanofstudents.unt.edu/resources/food-pantry)

Getting Help: Academic Support Services
- [Academic Resource Center](https://clear.unt.edu/canvas/student-resources) (https://clear.unt.edu/canvas/student-resources)
- [Academic Success Center](https://success.unt.edu/asc) (https://success.unt.edu/asc)
- [UNT Libraries](https://library.unt.edu/) (https://library.unt.edu/)
- [Writing Lab](http://writingcenter.unt.edu/) (http://writingcenter.unt.edu/)
- [MathLab](https://math.unt.edu/mathlab) (https://math.unt.edu/mathlab)

Course Requirements

Students may earn up to 100 possible points as outlined in the table that follows. Letter grades for the course are assigned based on the total points earned, using a 10-point scale (e.g., 90-100 points = A, 80-89 points = B, etc.).

Assignment	Short Description	Points Possible
Web Portfolio	Create a web portfolio to demonstrate your technical communication skills with artifacts from course projects (measures Course Outcomes 2a, 2b, and 3a)	15
Single Source Project	Implement a single source project as a team member (measures Course Outcomes 2a, 2b, 2c, 3c, and 3d)	30
Screencasting Project	Create a quick start guide using screencasting (measures Course Outcomes 2d and 3d)	25
Reflective Memo	Write a reflective memo on your development of digital literacies during course projects (measures Course Outcome 1)	10
Discussion Posts	Share reactions, questions, and reflections while developing digital literacies during course projects (measures Course Outcomes 1 and 2)	15

Assignment	Short Description	Points Possible
Other Activities	Prepare for course projects and assignments (supports all Course Outcomes)	5
Total Points Possible		100

The following grading criteria serve as general guidelines for evaluating all assignments. Assignment-specific rubrics appear in Canvas.

> "A" (90-100%): The work demonstrates strong potential for producing future tech comm work that would impress a manager or client. In this course, that means work that goes above and beyond the minimum requirements of the assignment. The deliverables show careful planning and thoughtful execution.

> "B" (80-89%): A manager or client would be satisfied with the job, but not especially impressed. This means that deliverables are well written and produced. Work is sufficiently developed, organized, and supported, and demonstrates a solid understanding of audience, purpose, and rationale.

> "C" (70-79%): A manager would be disappointed and ask you to rework the deliverables before allowing clients and others to see them. In other words, the deliverables may have clear, but underdeveloped ideas, or it might not engage or affect the audience. The deliverables may contain some errors in mechanics or logic.

> "D" (60-69%): A manager would be troubled by the poor quality of work and would ask someone else to rework the deliverables. This level of work forces the audience to work too hard to understand the main ideas or to act on the information. The deliverables may contain incomplete information, have serious mechanical problems, lack clear organization, or be conceptually unclear or inaccurate.

> "F" (0-59%): This grade is earned for any deliverables with evidence of academic integrity violations.

For graduate-level coursework, only A- and B-level work represents a passing grade. A graduate student is placed on academic probation at the end of any subsequent term in which the CGPA falls below a 3.0. (See the UNT Graduate Catalog.)

Grade-related Policies

Late Work
Unless otherwise noted, all assignments are due by 11:59pm on either Thursdays (mid-week) or Sundays (end of week). Please refer to the Modules or Syllabus/Course Summary in Canvas where you can see a list of all assignments by date or download the Gantt chart with all assignments listed to plan course workload .

Assignments submitted within 24 hours after the due date on Canvas earn 50% credit. Assignments submitted after that time earn zero credit. There are no make-ups available unless arrangements are made prior to due dates. Because this is an accelerated graduate course meeting for only 8 weeks, you can succeed only if you stay on schedule with course activities. Any exceptional circumstances that

cause you to miss deadlines should be documented with the Dean of Students: Union 409 or 940-565-2648.

The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty, you should immediately report any problems to the instructor and contact the UNT Student Help Desk: helpdesk@unt.edu or 940-565-2324 and obtain a ticket number.

Turnaround Time
You can expect meaningful feedback on assignments within 7 days of the deadline. Questions about grades or other individual issues should be directed to the instructor, not posted in the #general channel on Slack. Your instructor will respond to student questions sent via direct message on Slack within 12 hours on weekdays and 24 hours on weekends.

Course Evaluation
Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT and allows students the ability to confidentially provide constructive feedback to their instructor and department to improve the quality of student experiences in the course.

Course Policies

Attendance Policy
You should log in to the Canvas course site every 24-48 hours and have notifications for our Slack channel set to notify you immediately of any course announcements.

Syllabus Change Policy
Changes to the syllabus, course information, or due dates will be announced on Slack and reflected on Canvas.

UNT Policies

Academic Integrity Policy
Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. [Insert specific sanction or academic penalty for specific academic integrity violation.]

ADA Policy
UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to

implementation in each class. For additional information see the [ODA website](https://disability.unt.edu/) (https://disability.unt.edu/).

Emergency Notification & Procedures
UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

Retention of Student Records
Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Acceptable Student Behavior
Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. Visit UNT's [Code of Student Conduct](https://deanofstudents.unt.edu/conduct) (https://deanofstudents.unt.edu/conduct) to learn more.

Access to Information - Eagle Connect
Students' access point for business and academic services at UNT is located at: [my.unt.edu](my.unt.edu). All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail [Eagle Connect](https://it.unt.edu/eagleconnect) (https://it.unt.edu/eagleconnect).

Student Evaluation Administration Dates
Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14 and 15 [insert administration dates] of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the [SPOT website](http://spot.unt.edu/) (http://spot.unt.edu/) or email spot@unt.edu.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

Student Verification

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses.

See UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses (https://policy.unt.edu/policy/07-002).

Use of Student Work

A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) he or she creates within a class and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission.

Important Notice for F-1 Students taking Distance Education Courses

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations website (http://www.ecfr.gov/). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance
To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.