

ENGL 4/6618: Document Design

Course Description: This course introduces you to the theories, principles, and practices of using text and visuals as partner elements working together to shape information and attitudes. You will receive instruction and hands-on exposure to software such as the Adobe Creative Suite and web-design platforms. Document design forms one of the foundations for study and practice in technical communication, and its interdisciplinary body of knowledge continues to evolve as technologies advance and as more publishing takes place in online environments. Principles of document design draw from many disciplines, including rhetoric, art, semiotics, cognitive and social psychology, and computer science. Our major course projects aim to improve your management of digital tools that are frequently used in the workplace and require a rhetorical approach to design. To that end, you will work collaboratively with classmates in order to explore how context, purpose, and audience shape design practices. This course will focus heavily on project management skills and delegation of tasks with collaborative projects.

Required Texts

- Lupton, Ellen. *Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students*. 2nd revised edition. Princeton Architectural Press. ISBN: 978-1-56898-969-3
- Williams, Robin. *The Non-Designers Design Book*. Pearson (Peachpit Press). ISBN: 978-0-13-396615-2
- Tondreau, Beth. *Layout Essentials: 100 Design Principles for Using Grids*. ISBN: Rockport Publishers. 978-1-59253-797-5