1. **Catalog Description of the Course.** [Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and corequisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of ___ units); time distribution (Lecture ___ hours, laboratory ___ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]

ENGL 483 Technical Visual Communication (3)
Three hours lecture/discussion per week
Prerequisites: For Technical Writing Certificate students only, ENGL 482
The focus of this course is two-fold. First, the student will research and write a presentation on a topic of his or her choice, suitable for a specific application (conference, meeting, etc.) and receive critiques from his or her peers and the professor. Second, the student will use that paper to form the basis of a visual presentation using up-to-date technology of various forms.

2. **Mode of Instruction.**

<table>
<thead>
<tr>
<th>Lecture</th>
<th>Units</th>
<th>Hours per Unit</th>
<th>Benchmark Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3</td>
<td>1</td>
<td>25</td>
</tr>
<tr>
<td>Seminar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Laboratory</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Activity</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. **Justification and Learning Objectives for the Course.** (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) [Use as much space as necessary]

This course is an elective in the English major and a required course in the Business major.

Learning Objectives:
Students completing this course will
- Demonstrate a beginning proficiency in integrating visual communication techniques and technologies with written text
- Show an introductory facility with basic visual design concepts, practices, and technologies, and demonstrate the ability to apply these concepts, practices and technologies pragmatically in a fully developed project
- Demonstrate basic skills of collaboration and peer evaluation
- Demonstrate basic skills of critical analysis
- Demonstrate basic skills of independent life-long learning

4. **Is this a General Education Course**

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>If Yes, indicate GE category:</td>
<td></td>
</tr>
</tbody>
</table>

| A (English Language, Communication, Critical Thinking) |
| B (Mathematics & Sciences) |
| C (Fine Arts, Literature, Languages & Cultures) |
| D (Social Perspectives) |
| E (Human Psychological and Physiological Perspectives) |
| Upper-Division Interdisciplinary |

5. **Course Content in Outline Form.** [Be as brief as possible, but use as much space as necessary]

Mapping out a visual communication project
Cohesion and Coherence
Intentionality and Acceptability
Informativity
Situationality
Intertextuality
Basic visual design
Photoshop skills
Pagemaker skills

6. **References.** *[Provide 3 - 5 references on which this course is based and/or support it.]*


7. **List Faculty Qualified to Teach This Course.**

   Renny Christopher
   Jacquelyn Kilpatrick

8. **Frequency.**
   a. Projected semesters to be offered: Fall _____ Spring ___1__ Summer _____

9. **New Resources Required.**
   a. Computer (data processing), audio visual, broadcasting needs, other equipment
   b. Library needs
   c. Facility/space needs

10. **Consultation.**
    Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.

   __Jacquelyn Kilpatrick & Renny Christopher___________1-6-03________________________
   Proposer of Course __________________________ Date