

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

NEW COURSE PROPOSAL

PROGRAM AREA ENGLISH

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.

	Units	Hours per Unit	Benchmark Enrollment
Lecture	3	1	25
Seminar	_____	_____	_____
Laboratory	_____	_____	_____
Activity	_____	_____	_____

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 YES NO

If Yes, indicate GE category:

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.]*

Alred, Gerald, Charles Brusaw, and Walter Oliu. The Business Writer's Handbook. St. Martin's, 2000.
Weinmann, Elaine and Peter Lourekas. Photoshop 7 for MacIntosh. Peachpit Press, 2002.
Alsapach, Ted. Pagemaker 7 for MacIntosh & Windows. Peachpit Press, 2001.
DeBeaugrande, Robert and Wolfgang Dressler. Introduction to Text Linguistics. Longman, 1981.

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