

Dr. Tracy Bridgeford (tbridgeford@unomaha.edu)

# Deliverables

## Dropbox.com

---

All assignments will be submitted through **dropbox.com**. You will need to create an account at **dropbox.com** in order to submit your assignments. This account is free. I will create a folder for each of you using your last name. You will receive an invitation from dropbox to join this folder. Inside your folder will be another folder called "Ready for Grading." Once you have placed a document in the Ready for Grading folder, do not remove it even after it is graded. I will assume that any documents placed into the Ready for Grading folder are ready for grading. When responding to assignments, I will open a document and resave it using with my initials and add my comments and a grade. You are welcome to save any other document in this space. Grades are assigned using scores of (lowest) 1-5 (highest). See the assessment document for more information.

## General Assignment Comment

---

For the course assignments, I will ask you to remediate existing content into different formats as described below. This assignment will require you to choose a paper of substantial length that you've written for another class. If you don't have a paper, you can use an example that I will provide.

## Audience

---

Each remediation will be designed and produced for an imaginary English Department Journal called *Signatures*. The audience for this journal is English undergraduate and graduate students. We will work together to describe this audience.

## Specific Assignments

---

### *Response to the Syllabus*

I want to be sure each of you are clear about what is expected from you in this class and to give you opportunities for raising questions about what I have planned. I also want to challenge you now to start being creative (but coherent) with a document that might otherwise seem to you to have great potential for being flat.

All students must read/comment on the About Grading item under Course Policies.

Read all the materials on this course website and look through the Weekly Schedule. Write 300-400 words in response, using the following questions to guide you. (Please do not write your response as a sentence-by-sentence response to the following questions; instead, please work & play to come up with a creative but coherent way to respond.) Feel free to be as creative as you want to be.

Note: This is not a critique of the syllabus design. I'm looking for a response to the content of the syllabus.

- What are the main skills I am hoping you will gain by the end of the quarter?
- What do you think you need to learn or do to achieve those skills?
- Why am I asking you to keep activity logs? What goes into the activity logs?
- What strategies can you think of now for making the activity logs be something meaningful?
- How will we arrive at your grade for this class? Are you comfortable with how you imagine this process to work?
- What makes you most nervous about what I've written in the syllabus?
- What do you think will give you the most pleasure in this class?
- What are the skills you bring to class that you think will help you the most?

Can you envision the shape of the semester from the Syllabus & Weekly Schedule? What remains vague to you? Is there anything you can suggest now for improving what you see ahead?

### *Campus Trek*

For this assignment, I will ask you to take 30 minutes during the first night of class to trek across campus to practice “looking,” as Sturken & Cartwright describe it, for the idea of production. Walk around campus and draw a quick sketch of something you noticed. Then note in your sketchbook the elements of production (i.e., how and why something was produced): What kinds of things are you noticing as having been produced (e.g., marble statue, landscape)? What made you notice it? What about it displays the productive process (e.g., its shape, color, material)? What kind of knowledge of making does the item suggest was needed (e.g., sculpting, landscaping, building)? What kind of technology is required to create the element (e.g., lawn mower, chisel, hammer)? What kind of characteristics does the maker display (e.g., hand-eye coordination)?

### *Readings & Responses*

For this assignment, I will ask you to write a one-page critical analysis in response to the course readings. Throughout the semester, we will read various authors who discuss looking, design, and techne as productive knowledge. From a classical rhetorical perspective, techne is most often interpreted as the “art” or “craft” of making. It is not concerned with the product having been made, but with the part of “making” concerned with production. We will use these readings as a basis for understanding “production” of the semester’s work.

### *Sketch Journal*

This assignment has two parts:

- 1) First, I will ask you to keep an on-going sketch journal of your observations of other designs/acts of production as well as your own design sketches throughout the semester. This journal should include thumbnail sketches, drawings, storyboards, and any other illustrations that demonstrate your thinking-through-production process. You might include, for example, a sketch of a design you saw and would like to emulate. Although you may include materials cut from print layouts or screenshots from websites, the journal will still need to include your own designs. You will need to purchase a non-ruled notebook.
- 2) Second, I will ask you to annotate the sketches/designs included in your journal, noting the use of fonts, principles of design, layout principles, color, and anything else you notice. These annotations should demonstrate your ability to articulate the effectiveness of a design/layout and its reflection of a techne.

### *Signatures Cover Art*

Using Photoshop, I will ask you will to recreate your essay as an image, which will be used as cover art for *Signatures*, which will include a logo, art, and other identifying elements such as volume number and date. We will look at examples of cover art in class.

### *Signatures One Sheet*

For this assignment, I will ask you to create an 8.5 X 11 one sheet announcing the inaugural publication of the imaginary online journal *Signatures* for the English Department. You will create the one sheet in InDesign.

### *Magazine or Journal Layout in InDesign*

Using InDesign, I will ask you to design and lay out (produce) the essay of your choice as if it were to be published in *Signatures* on the Web. You may use an essay/paper you've written for another class as long as it is multiple pages (10-15+) or you can use one of the essays I provide. This means that you will determine the "look" of the journal through the layout and design decisions you make, including page layout, placement of rhetorical items such as page numbers and headers, and the white space used to shape the audience's reading experience. You will have three documents altogether: the InDesign document and two exported versions (PDF and Flash). You will need to include images or other stylistic layout elements such as pull quotes.

### *Website*

Using Dreamweaver, I will ask you to recreate your essay as a website. The website must involve as many HTML pages as necessary for your essay (hopefully at least 10), cover art and *Signatures* logo (from previous assignment), and content. It should have a navigational schema linking to everyone else's essays, including your own. It should also include footer information such as copyright and contact information.

### *End-of-Semester Reflection Memo*

In a memo to me, reflect on what you learned this semester about production and the principles of layout and design, type, and techne as production. And because I hope to teach this class again, please also comment on what you think worked or didn't work in this class. Don't worry about hurting my feelings. I really want to know.

### *Graduate Paper*

For this assignment, I will ask graduate students to write a ten-page synthesis paper. A synthesis paper combines the ideas from several sources into a coherent perspective, which you will be presenting through an argument. A synthesis paper is not a paragraph summary of one source after another. You need to think of the presentation of this paper as an argument for thinking about the idea you choose based on your reading/interpretation. This paper should incorporate one or two readings from the techne folder and three-to-four readings from the design folder (see dropbox).