

English 372: Document Production

Advanced writing course designed to prepare students for a workplace scenario in which they may be called upon to produce actual user-based documents. Students will produce documents using the industry-standard professional desktop publishing software, Adobe InDesign, and by adhering to real-world practices and theory. In addition to rhetorical aspects of document functionality, this course introduces students to the fundamentals of graphic design. Students develop skills producing documents that display effective design principles, while gaining hands-on practice using the industry-standard desktop publishing software, Adobe InDesign.

ENG 372 integrates a range of theoretical perspectives: visual perception, visual culture, and visual rhetoric, encouraging students to think more critically about what constitutes documents and to keep usability in mind each step of the way. Students will:

- learn to use a professional publishing software (Adobe InDesign) to create an assortment of documents;
- identify and use principles of design: Contrast, Repetition, Alignment, and Proximity and analyze the use of these principles in documents;
- demonstrate critical knowledge of major design theories including visual perception, visual culture, and visual rhetoric, and write reflectively about the experience;
- demonstrate knowledge and critical understanding of fundamental design processes in order to evaluate and develop documents;
- manage document production from concept to final distribution, analyzing and describing principles of design; and
- show through the actual design processes, how document production involves the whole document—pages, type, written text, graphics, color and collecting/displaying data.