Washtenaw Community College Comprehensive Report

ENG 218 Technical Writing for eLearning
Effective Term: Fall 2018

Course Cover

Division: Humanities, Social and Behavioral Sciences
Department: English/Writing
Discipline: English
Course Number: 218
Org Number: 11300
Full Course Title: Technical Writing for eLearning
Transcript Title: Technical Writing-eLearning
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: Course Change
Change Information:
    Consultation with all departments affected by this course is required.
    Course title
    Course description
    Pre-requisite, co-requisite, or enrollment restrictions
Rationale: Name and pre-req changes to eliminate unnecessary course sequencing.
Proposed Start Semester: Fall 2018
Course Description: In this hands-on course, students plan, design, write, edit and publish screencasts (video screen captures) of software simulations and demonstrations that might be used in technical training or eLearning. Students use screencasting software (such as Adobe Captivate or MadCap Mimic) to complete their projects, which include scripted narration. Planning documents and final screencasts are posted online. The title of this course was previously Technical Writing IV.

Course Credit Hours

Variable hours: No
Credits: 3
Lecture Hours: Instructor: 45 **Student:** 45
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

Prerequisite

ENG 107 minimum grade "C"

General Education

Request Course Transfer
Proposed For:
Central Michigan University
College for Creative Studies
Eastern Michigan University
Ferris State University
Grand Valley State University
Jackson Community College
Kendall School of Design (Ferris)
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University

Student Learning Outcomes

1. Use basic and intermediate features of screencasting software (such as Adobe Captivate or MadCap Mimic).
   Assessment 1
   Assessment Tool: Final exam
   Assessment Date: Spring/Summer 2018
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: All students enrolled
   How the assessment will be scored: Final exam scoring guide
   Standard of success to be used for this assessment: 75% of students will score 80% or better on the final exam
   Who will score and analyze the data: ENG 218 instructor (data may be reviewed by another FT member of the ENG department)

2. Prepare a comprehensive project plan, schedule, and wrap-up report for the screencast projects.
   Assessment 1
   Assessment Tool: Final portfolio (online)
   Assessment Date: Spring/Summer 2018
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: All students enrolled
   How the assessment will be scored: Scoring rubric
   Standard of success to be used for this assessment: 75% of students will have an average score of 2 of 3 or better
   Who will score and analyze the data: ENG 218 instructor (data may be reviewed by another FT member of the ENG department

3. Use a multi-phase process to create screencasts with and without narration.
   Assessment 1

Assessment Tool: Final portfolio (online)
Assessment Date: Spring/Summer 2018
Assessment Cycle: Every Three Years
Course section(s)/other population: All sections
Number students to be assessed: All students enrolled
How the assessment will be scored: Scoring rubric
Standard of success to be used for this assessment: 75% of students will have an average score of 2 of 3 or better
Who will score and analyze the data: ENG 218 instructor (data may be reviewed by another FT member of the ENG department)

4. Post screencasts online.
   Assessment 1

Assessment Tool: Final portfolio (online)
Assessment Date: Spring/Summer 2018
Assessment Cycle: Every Three Years
Course section(s)/other population: All sections
Number students to be assessed: All students enrolled
How the assessment will be scored: Scoring rubric
Standard of success to be used for this assessment: 75% of students will have an average score of 2 of 3 or better
Who will score and analyze the data: ENG 218 instructor (data may be reviewed by another FT member of the ENG department)

Course Objectives

1. USE SCREENCASTING SOFTWARE

   >Use basic and intermediate features of Adobe Captivate and/or MadCap Mimic.

   >Demonstrate the ability to do the following: record a project; add captions, styles, and images; add special effects (such as pointers, rollovers, and more); add audio; create simple assessments; edit content; and publish completed work.

2. PLAN PROJECTS

   >Develop a project plan and schedule. The project plan will include at least the following: audience analysis, screencast story board, design plan, file naming and file management plan, estimate of hours to complete the project, and milestone schedule.

   >Throughout the project, the student will update the project schedule and report project status to the instructor.

   >At the end of the project, the student will write a project wrap-up report.

3. CREATE SCREENCASTS

   >Review screencasting best practices.

   >Analyze professional and amateur screencasts.

   >Write a script and rehearse screen actions.

   >Determine options and special effects that will be used in the screencasts.

   >Record the screencasts with and without narration.

>Edit and publish screencasts.

>Test/Evaluate effectiveness of screencasts and modify content as needed.
4. PUBLISH PLANNING DOCUMENTS AND SCREENCASTS

>Collect and organize artifacts.

>Prepare an electronic table of contents.

>Write a brief description of each artifact included in the portfolio.

>Publish the portfolio to the student web space.

>Publish the screencast to YouTube.

New Resources for Course
USB storage device
USB Microphone

Course Textbooks/Resources
Textbooks
Manuals
Periodicals
Software

Equipment/Facilities
Level III classroom
Computer workstations/lab

Reviewer	Action	Date
Faculty Preparer:		
Lisa Veasey	Faculty Preparer	Jan 25, 2018
Department Chair/Area Director:		
Carrie Krantz	Recommend Approval	Jan 26, 2018
Dean:		
Kristin Good	Recommend Approval	Jan 29, 2018
Curriculum Committee Chair:		
David Wooten	Recommend Approval	Feb 12, 2018
Assessment Committee Chair:		
Michelle Garey	Recommend Approval	Feb 26, 2018
Vice President for Instruction:		
Kimberly Hurns	Approve	Feb 28, 2018