1.0 Course Description

Through a combination of writing and design assignments, lectures and discussions, this course explores the practical and theoretical consequences of the creation, delivery, and reception of texts in digital spaces and discusses effective digital writing principles and techniques. The implications of visual and interaction design are examined as they affect digital communication. Students will have the opportunity to work with digital technologies and to critique a range of online texts. Lecture/Lab: 3 hours. Prerequisite: CMN 200 or CMN 279 and only available to students in Professional Communication.

2.0 Course Objectives/Learning Outcomes

- To create effective digital texts for a range of purposes and audiences
- To analyze and design digital spaces, taking into account perception, information architecture, usability and visual design theory
- To demonstrate the ability to formulate and communicate digital text requirements in professional contexts

3.0 Topics Covered

3.1 Content design for current and emerging online contexts
3.2 Writing techniques for online content
3.3 Cognition, perception and mental models
3.4 Visual communication
3.5 Usability practices
3.6 Communication theory
3.7 Privacy, security and ethics
3.8 Design for accessibility
4.0 Course Management

4.1 Teaching Methods

Classes will consist of interactive lectures and workshops. Students will work both individually and in groups.

4.2 Evaluation Methods

Evaluation will be based on at least two development projects, one written assignment and a midterm test. Evaluation may also include a presentation. Some assignments will require students to create digital texts. Students will be provided with access to appropriate technology and software, as well as workshops introducing these tools.

5.0 Course Materials

5.1 Textbook


Additional readings will be posted in e-Reserve on D2L Brightspace.

6.0 Course Policies

6.1 Students must adhere to university policies; see http://www.ryerson.ca/senate/policies. The most relevant policies are the following:

- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy")
- Policy #60 Academic Integrity
- Policy #61 Student Code of Non-Academic Conduct
- Policy #134 Undergraduate Academic Consideration and Appeals
- Policy #135 Examination Policy
- Policy #145 Course Management Policy
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance
- Policy #157 Establishment and Use of Ryerson Student E-Mail Accounts For Official University Communication
- Policy #159 Academic Accommodation of Students with Disabilities
6.2 Print and Digital Copying Guidelines

Ryerson University complies with Canada’s Copyright Act which protects both creators/owners and users of copyrighted materials. Students should familiarize themselves with Ryerson’s Copyright policies and procedures, and contact the Copyright and Scholarly Engagement Librarian at copyrt@ryerson.ca for questions, concerns and clarification of the copyright rules.

6.3 Turnitin.com

By taking this course, students agree that all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the terms of use agreement posted on the Turnitin.com site. Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternative arrangements.

Please note the following from Policy 145 Course Management Policy:

4.3.1.2 Even when an instructor has not indicated that a plagiarism detection service will be used, or when a student has opted out of the plagiarism detection service, if an instructor has reason to suspect that an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.

6.4 Email Communication

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

6.5 Video and Audio Recording

No video or audio recording is permitted in class without the express permission of the instructor.

7.0 Ryerson’s Learning Management System

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at the Courses @ Ryerson Privacy and Security website.