WRITING (WRIT)

WRIT 5302 Foundations of Content Design & Management
3 Semester Credit Hours (3 Lecture Hours)
Survey of principles and practices of content design and management in digital contexts. Students will be introduced to rhetorical content practices and professions, explore the relationship between theory and practice, and be introduced to issues and topics in literature from writing studies and technical and professional communication.

WRIT 5304 Methods of User-Centered Design
3 Semester Credit Hours (3 Lecture Hours)
Study of theory and methods of user-centered design. Practice in fundamental techniques of usability and participator research. Students will learn how to plan, conduct, and report on usability tests and will be able to describe the value case for user-centered design and development.

WRIT 5334 Information and Data Literacy
3 Semester Credit Hours (3 Lecture Hours)
Provides students the opportunity to study and apply how to locate, evaluate, participate in, and circulate information through expanding digital content and platforms. Students learn to evaluate and communicate across multiple audiences and disciplines through multiple digital platforms. Students will interpret data to construct data visualizations, data storytelling, and data mapping.

WRIT 5350 Content Management
3 Semester Credit Hours (3 Lecture Hours)
Provides students with general knowledge of the lifecycle and governance of digital content management, covering areas from creation to permanent storage or deletion. Students will learn various platforms for Content Management Systems (CMS) used for Enterprise Content Mangement (ECM) and Web Content Management (WCM). Introductions to ECM and WCM provide students with the knowledge to work as Content Managers in both business (ECM) and with websites (WCM).

WRIT 5351 Repurposing Business Documents for Digital Environments
3 Semester Credit Hours (3 Lecture Hours)
Provides students with the opportunity to create enterprise digital projects geared towards working in a professional or business environment. Course focuses on the conversion to and creation of digital documents and forms such as invoices, research reports, and contracts that are sensitive to ethical, professional and cultural issues using user-centered design.

WRIT 5352 Working with Subject Matter Experts in Digital Environments
3 Semester Credit Hours (3 Lecture Hours)
Provides students with opportunities to learn about and learn how to communicate and collaborate with Subject Matter Experts in networked environments, cross-functional teams, and distributed work environments. Focus will be on planning and managing digital projects designed to communicate technical information to diverse audiences. Course focuses on the conversion of technical information and/or specification to digital documents that are sensitive to ethical, professional and cultural issues using user-centered design.

WRIT 5353 Genres: Reports and Proposals
3 Semester Credit Hours (3 Lecture Hours)
Study of reports and proposals across multiple genres and digital platforms for discipline-specific purposes. Provides application of multiple genre conventions and document designs for specific audiences and purposes.

WRIT 5354 Genre: Manuals & Instructional Design
3 Semester Credit Hours (3 Lecture Hours)
Study of instructional content across multiple genres and digital platforms, focusing on design, usability, collaborative writing, Course Management Systems (CMS), and single sourcing.

WRIT 5355 Content Design and Social Media
3 Semester Credit Hours (3 Lecture Hours)
Develops a practical understanding of the social web and writing for digital-first platforms. Students compose across diferent social media platforms and explore theoretical concepts to examine ways these tools are evolving. This course may include introductions to new media, new media culture, or new media literacies.

WRIT 5356 Topics in Digital Content and Management
3 Semester Credit Hours (3 Lecture Hours)
Study of theory and practical issues related to developing content that is adaptable and intelligent, focusing on topics such as Accessibility and Disability, Document Design, Visual Rhetoric, Online Publishing, Editing and Style. Focuses on content as conditional, computable, networked and commodified. May be repeated twice for credit when topic and instructor vary.

WRIT 5357 Intercultural/Transcultural Rhetorics
3 Semester Credit Hours (3 Lecture Hours)
Develop a global perspective on rhetoric and prepare students to create digital content for culturally and linguistically diverse audiences for various purposes. Students produce digital writing that is reflexive about culture and cultural identity.

WRIT 5358 Topics in Discourse, Society, and Technology
3 Semester Credit Hours (3 Lecture Hours)
Study of the theoretical and practical effects of digital networks and digitally mediated knowledge management on discourse, society, and technology. Students will work on a relevant scholarly / practical problem, such as Working in Medical Cultures or Writing about Science. May be repeated when topic and instructor vary.

WRIT 5359 Digital Literacies
3 Semester Credit Hours (3 Lecture Hours)
Survey of how reading and writing practices change in digital environments, the broad range of issues related to digital rhetorics and culture, and provides analysis and theory of digital composition. This course offers students opportunities to work flexibly across various digital platforms.

WRIT 5374 Transmedia Storytelling
3 Semester Credit Hours (3 Lecture Hours)
Provides practice in using 21st century storytelling methods in professional contexts with an emphasis on creating content for distribution across multiple platforms and formats.

WRIT 5394 Digital Project in an Authentic Setting
3 Semester Credit Hours (3 Lecture Hours)
This course serves as the Exit Requirement for the program. Applied experience in which students will develop a digital project in an authentic setting building on previous coursework. To be offered every Summer Session.