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 participatory 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 Management (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.