

**Department of English  
University of Florida**

**ENC 3250 – Professional Communication  
Fall 2022**

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Instructor: Victor Del Hierro, Ph.D.

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Office Hours: MWF 11:30-12:30

Class Time: MWF 10:40a.m.-11:30a.m.

Office: Turlington 4340

Class Location: MAT 0151

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**Course Overview:**

This class is intended to introduce you to the field of technical and professional communication (TPC), emphasizing that communication is mitigated through relationships between various stakeholders and community members. Through our course projects, students will TPC in a variety of rhetorical situations, understanding how issues of access, inclusion, and accessibility are at play in all professional communication contexts. Our course will be structured through the following grounding concepts:

- Technical and professional writers build and maintain relationships: Although things like word choice, visual rhetoric, proper punctuation, and effective use of digital media are important, these abilities amount to nothing if a technical and professional communicator cannot use them to facilitate relationships between organizations and their communities/publics, writers and publishers, experts and lay people, and so on.
- Because technical and professional writers build and maintain relationships, **their social abilities and curiosity are just as important as their ability to construct coherent prose or communicate in multiple media.** Good technical and professional communicators must know how to pose good questions, to listen actively, and at times to observe others' actions. They must know how to seek information and become versatile in determining where that information might be found.
- **Technical and professional communicators write, edit, and design with and on behalf of others**

Some writers (such as novelists and poets) attach their names to their work. Technical and professional communicators usually leave their names unattached because they produce and maintain an organization's communications. They are essentially stewards of an organization's rhetorical resources. This means that technical and professional communicators must learn to compose texts that others can access, engage with, use and perhaps reuse.

## **Course Goals:**

This course is designed with three primary learning goals in mind:

1. To provide an opportunity to practice and refine technical and professional communication skills, including research, design, drafting, review, collaborating, and editing.
2. To acquaint you with the professional practices of technical and professional communication, considering issues of access, accessibility, diversity, advocacy, and justice.
3. To reinforce your ability to make research-based arguments and design decisions with clear claims and evidence.

You will meet these goals through our course readings and discussions, and by collaborating with both your peers and with our community partners.

**Note:** This course satisfies 6000 words of the University Writing Requirement, provided you earn a final grade of C or higher.

## **Course Texts:**

It is especially important that you check the Course Schedule before every class meeting, as our assignments and readings will definitely change throughout the course. All of our required materials will be available through Canvas. You are not required to purchase any additional materials.

PDFs will be available via Canvas or the UF Library.

## **Class Policy**

In my courses, I do my best to ensure that everything we do is purposeful and useful to students. I also come into the class with the assumption that everyone has something to offer. My assessment of the class and of myself is always in

relationship to each other. If I assign something and a majority of the class is successful, then I perceive that to mean I have been successful at my job. If I find that most students are having a difficult time then I need reevaluate my approach and adjust accordingly.

## **Grades and Assignments**

All assignments must be submitted on time in order to pass the class. Grades will be assigned on each project and your final grade will be assigned cumulatively based on your scores on each assignment. If you are concerned with your grade at any point in the semester, please schedule a time to meet on Zoom. I will not discuss grades via email at any point. The table below outlines grade percentages and their corresponding point/letter grades.

Percent	Grade	Grade Points
90.0 - 100.0	A	4.00
87.0 - 89.9	A-	3.67
84.0 - 86.9	B+	3.33
81.0 - 83.9	B	3.00
78.0 - 80.9	B-	2.67
75.0 - 79.9	C+	2.33
72.0 - 74.9	C	2.00
69.0 - 71.9	C-	1.67
66.0 - 68.9	D+	1.33
63.0 - 65.9	D	1.00
60.0 - 62.9	D-	0.67
0 - 59.9	F	0.00

More information on UF grading policy may be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

## Overview:

Our work will be threaded through the following major projects, which accumulate to 500 possible points:

PROJECT	DESCRIPTION
<b>P1: Rhetorical Tool Review</b> (100 points possible)	After reading about usability, accessibility, difference, and technical communication, you will be asked to compose a rhetorical review of a tool. By “tool,” I mean a specific piece of software, application, website, or another artifact that is intended to facilitate users’ movement through a process or action.
<b>P2: Technical Documentation</b> (100 points possible)	This assignment will introduce you to and give you practice with something that is harder than it looks: writing quality technical documentation, specifically, defining, describing, and instructing and testing your documentation for usability. This assignment asks you to document something with a very specific audience in mind.
<b>P3: Content Strategy</b> (100 points possible)	For this project, you will be developing a content strategy for an organization or company of your choosing.
<b>P4: Professional Portfolio and Digital Identity</b> (100 points possible)	Being a technical and professional writer often requires that you build and maintain a digital identity and showcase your work portfolio. This assignment asks you to build a digital identity based on your own future professional goals.
<b>Reading Quizzes</b> (100 points possible)	As a way to hold everyone accountable to our class community, most class meetings will include a brief reading quiz to kick off our discussion. These reading quizzes cannot be made up or taken outside of class.

## **Students Requiring Accommodations**

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

## **Course Evaluation**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at [gatorevals.ua.ufl.edu/students/](http://gatorevals.ua.ufl.edu/students/). Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via [ufl.bluera.com/ufl/](http://ufl.bluera.com/ufl/). Summaries of course evaluation results are available to students at [gatorevals.ua.ufl.edu/public-results/](http://gatorevals.ua.ufl.edu/public-results/).

## **Class Demeanor**

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

## **Materials and Supplies Fees**

There are no additional fees for this course.

## **University Honesty Policy**

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic

misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

### **Campus Resources:**

*Health and Wellness U Matter, We Care:* If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

*Counseling and Wellness Center:* Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.

*Student Health Care Center:* Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.

*UF Health Shands Emergency Room / Trauma Center:* For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

*GatorWell Health Promotion Services:* For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

### Academic Resources

*E-learning technical support:* Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

*Career Connections Center:* Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

*Library Support:* Various ways to receive assistance with respect to using the libraries or finding resources.

*Teaching Center:* Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.

*Writing Studio:* 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting,

*Student Complaints On-Campus:* Visit the Student Honor Code and Student Conduct Code webpage for more information.

*On-Line Students Complaints:* View the Distance Learning Student Complaint Process.