This course has two main elements:

1. **Learning about Writing Technologies**: We will uncover, explore, analyze, and understand a range of writing technologies. This will involve some historical work, personal experimentation, and social research. The goal of this first element will be to understand all writing as connected to technologies of production, display, and distribution.

2. **Writing in HTML**: Over the course of the semester, you will code and design web documents using html, css, and javascript. No previous experience designing and coding websites is required; students with advanced coding skills will have individualized instruction at their level.

Visit the course website

http://www.english.uiuc.edu/~people/~faculty/schaffner/

On the website, view all assignments for the course, read the course policies, and download revised copies of this syllabus. Most readings and links are bundled under "482" at the right-hand side of the page at

http://del.icio.us/metaspencer

Required Texts and Materials:

Ellen Lupton's *Thinking with Type*
Dan Cederholm's *Bulletproof Web Design*

Purchase: 1 USB flashdrive (512mb or larger recommended)
Set Up: 2 accounts @ http://del.icio.us & https://netfiles.uiuc.edu
Grades

20% of your grade: participation and discussion

This portion of your grade is based on the in-class html quizzes, your contributions to class discussion, active maintenance of a del.icio.us account, collaboration with other students on group projects and efforts, regular and consistent participation (first 2 missed days excused; additional days missed = 2% off final grade).

80% of your grade: final website on writing technologies

At the end of the semester, your index.html page at /482 will include all of your written work in the form of a dynamic website about writing technologies. During the semester, individual assignments will be graded and responded to, but your final grade depends on the packaging of all of these materials into a comprehensive website on the topic.

- 20% reading response papers (graded √-, √, √+) and averaged together; lowest dropped)
- 10% invent your own writing technology project
- 10% campus handwriting research project
- 10% typewriting research project
- 10% design your own typeface project
- 10% PowerPoint project
- 10% final website

Policies:

Policies in this course regarding diversity, academic integrity, late work, participation, missed classes, and much more can be found by clicking on "policies" from my main teaching page or going directly to
www.english.uiuc.edu/~people-/faculty/schaffner/teaching/policies.html

You are responsible for familiarizing yourself with these stated policies and responding with a quick email letting me know that you have read them. Please see me immediately if you have any trouble fulfilling your obligations in this course.
Course Calendar

If a reading is not in one of the books for the course, it is probably linked to through del.icio.us. If a reading is listed as available at "/history.482," for instance, locate it at http://del.icio.us/metaspencer/history.482. Please print readings (when possible and manageable) and bring the paper version(s) with you to class.

Week 1: Introductions

Wed Aug 22
- introductions; overview of course, assignments, and expectations
- watch: "The Machine is Using Us"
- questionnaire: web composition fluency
- basic architecture of the web, how it works, how we'll be using it
- setting up your /482 directory on the netfiles (or other) server
- two part structure of an html web page (head and body)
- coding a simple page in html (using Notepad)
- the fundamental parts of a page (html, head, body)
- index pages and /images folders

due today: email spencers@uiuc.edu with your netfiles and del.icio.us account names. The links you send should read "https://netfiles.uiuc.edu/your-net-id/482" and http://del.icio.us/your-user-name

Week 2: Invent Your Own Writing Technology

Monday Sept 3
LABOR DAY — CLASS DOES NOT MEET

Wed Sept 5
read for today: Dennis Baron's "From Pencils to Pixels: The Stages of Literacy Technology" (http://del.icio.us/metaspencer/history.482)
due today: one page reading response paper for "From Pencils to Pixels" (bring paper copy to class and store .doc on your flash drive); see reading-response assignment sheet for details
assigned today: "invent your own writing technology" project and website

html lesson
- how tags control text and objects
- basic tags to know
- intro to nvu, Firefox web developer toolbar, and ftp
- scripting software: how it works, how it differs from what we'll be doing
- working with directories in /482
- organizing your bookmarks on del.icio.us
Week 3: Inventing Your Own Writing Technology continued

Monday
Sept 10

in-class html quiz

read for today: Friedrich’s "Machine of the Year" (from 1983) in /computers.482

due today: one page (or shorter) reading response paper for Friedrich’s "Machine of the Year"

due today: draft/plan for "invent your own writing technology" assignment

html lesson

• publishing and working with images (in GIMP, Photoshop, and online) ...
  watch Dove commercial
• online resources for coding in html
• different kinds of links (external, external-new-window, target, etc.)

Due by the end of class: simple index.html page in /482 with links to all assignments by due date

Wed
Sept 12

html lesson

• working with images cont. (hosted, resized, "stolen" bandwidth, kinetic)
• embedded objects of other kinds (vids, sounds, gifs)
• background colors
• background sounds
• redirects
• iframes and the architecture of syndication

Week 4: Handwriting, Pens, and Pencils

Monday
Sept 17

informal project presentations

due today: completed "invent your own writing technology" website

assignment given: "campus handwriting"

Wed
Sept 19

in-class html quiz

read for today: Wilson, Shari "The Surprising Process of Writing" and comments from readers at the bottom of the page (/handwriting.482)

examine for today: www.tul.com & Eugene Hsu homepage (/handwriting.482)

due today: handwritten reading response paper (bring paper copy to class and store digital .jpg or .gif on your flash drive)

html lesson

• introduction to tables
Week 5: Handwriting, Pens, and Pencils cont.

Monday Sept 24

discussion of campus handwriting project
due today: documentation part of "campus handwriting" assignment (place images online for in-class viewing)

Wed Sept 26

in-class html quiz
peruse for today: histories of the pencil & images of handwriting on flickr (/pencils.482 & /handwriting.482, /graffiti)
read for today: Daniel Chandler's "The Phenomenology of Writing By Hand" (/handwriting.482)
read for today: Susan Snyder's "Penmanship: A lost pursuit for students" & Seema Mehtah's "Remember Penmanship" (/handwriting.482)
due today: handwritten reflective response to "The Phenomenology of Writing By Hand" and two penmanship articles (bring paper copy to class and store scan or digital image of response on your flash drive)

Week 6: The Typewriter

Monday Oct 1
typewriter composition in-class activity
read for today: Wendell Berry's "Why I Am Not Going to Buy a Computer" & Nate Cougill's "Why I Bought a Typewriter on eBay" (/typewriters.482)
typed response paper: reactions to Wendell Berry and Cougill

assigned today: "typewriters: history and use" (and overview of wiki architecture)

Wed Oct 2
due today: "campus handwriting" website
time to work with group on typewriter wiki page (@ pbwiki.com)

html lesson
• introduction to style sheets
• embedded style sheets (controlling typefaces and typography)
• external style sheets (.css files in directories)

Week 7: The Typewriter cont.

Monday Oct 8
due today: group presentations on typewriter wiki pages

Wed Oct 10
read for today: Cederholm's Bulletproof Web Design ch. 1
due today: come to class with one or two questions about the text
html lesson
• mouse overs: returning and fixed
• mouse overs using gif kinetic images
• kinetic image collages
• chopping up large images (to make image maps)
• image maps

Week 8: Thinking With Type

Monday Oct 15  
in-class html quiz (about css)
read for today: "Letter" section of Ellen Lupton's Thinking With Type (note the book's companion website at http://www.thinkingwithtype.com)
due today: carefully designed reading response paper (in dialogue w/ Lupton)
assigned today: "invent your own typeface" assignment

Wed Oct 17  
read for today: Cederholm's Bulletproof Web Design ch.3

Week 9: Thinking With Type cont.

Monday Oct 22  
in-class html quiz
read for today: "Text" section of Ellen Lupton's Thinking With Type
due today: carefully designed reading response paper (in dialogue w/ Lupton)

Wed Oct 24  
read for today: Cederholm's Bulletproof Web Design ch. 4

Week 10: Thinking With Type cont.

Monday Oct 29  
in-class html quiz
read for today: "Grid" section of Ellen Lupton's Thinking With Type
due today: carefully designed reading response paper (in dialogue w/ Lupton)

Wed Oct 31  
Class Does Not Meet — Spencer in Portland, ME for a Conference

Week 11: Boxes

Monday Nov 5  
due today: "invent your own typeface" website
in-class discussion of typeface projects
Wed Nov 7  check out and try: the collaborative drawing tools (/collaborative.drawing.tools.482);
read for today: Cederholm's *Bulletproof Web Design* ch. 5
html lesson
  • javascript
  • email obfuscation
  • drag-and-drop interactive image project
  • other capacities of javascript

**Week 12: PowerPoint**

Monday Nov 12  read for today: links at /powerpoint.482
come to class prepared to discuss what you examined and read
assigned today: PowerPoint project

Wed Nov 14  in-class html quiz
read for today: Cederholm's *Bulletproof Web Design* ch. 7

**Thanksgiving Break**

**Week 13: The Web**

Monday Nov 26  examine for today: links at /artsy.sites482 paying particular attention to type, text, and overall design (in terms of visual language)

Monday Nov 28  read for today: two sites linked to from /msword.482
due today: reading response to today's readings using one of the online word processors at /online.word.processors.482
read for today: Cederholm's *Bulletproof Web Design* ch. 8
assigned today: final website project

**Week 14: The Web continued**

Monday Dec 3  read for today: any three articles or links at /facebook
due today: reading response to readings on Facebook (w/ short bib noting readings)
read for today: Cederholm's *Bulletproof Web Design* ch. 9
html activity:
  • image maps
  • working with images that matter
- locating intuitive links on an image
- manipulating images to make them work with image maps

Monday Dec 5

project presentations and discussion

due today: final project