IST 444: Information Reporting and Presentation  
- Course Syllabus – Effective 8/26/13

**Course Information**
- **Instructor:** Peggy M. Brown, *Adjunct Professor & Director of Instructional Design*
- **Email:** pbrown01@syr.edu
- **Phone:** 443-9370 (office)
- **Office Hours:** by appointment, Hinds Hall 114-G
- **Time:** Tuesday, Thursday 11:00 am – 12:20 pm
- **Room:** Hinds Hall 111

**Course Background**
Given that IST 444 is a service course offered to the university, it is important that there be a certain level of consistency between sections. In order to create consistency, the goal will be for different sections of IST 444 to use the same set of learning outcomes and assignments. While details for the assignments are up to the instructor, the goals of the assignments as presented here should be met.

Since IST 444 is a course designed to build communication skills through information presentation and design, it is important that students taking the course end up with the same sort of skills so that there is an expectation for both advisors and students as to what the course contains. Each instructor can decide how he or she will teach the class to reach these assignment goals. This document serves as a starting point for IST 444 instructors upon which to build.

Unlike many iSchool courses, this is not a course about technologies and tools. IST 444 is about communicating through presentations and information design. There will be tools that students will use to accomplish their tasks, such as PowerPoint, Excel, and Photoshop, but each of these tools will be taught only so far as needed to perform the tasks for this course.

**IST 444 Catalog Description**
Information synthesis and the presentation of information. Organizing information for presentation, text, and graphics. Presentation skills, training and teaching methods.

**Learning Outcomes (in order of importance)**
Upon completion of this course, students will be able to:
1. Prepare and orally present well-organized material in an interesting and professional manner.
2. Use graphics concepts and techniques to design formats for printed material.
3. Evaluate and discuss the presentation of information in print, online, and oral formats.
4. Communicate effectively in oral and printed form with different types of audiences.
5. Effectively use a variety of software tools develop and present information effectively.

**Textbooks**
*Please note: These books are available at the University Bookstore in the Schine Student Center.*
Blackboard
The course materials will be made available in Blackboard. You can log into your blackboard account at http://blackboard.syr.edu using your Syracuse University NetID and password.

Please be sure to visit Blackboard frequently, as all course announcements and assignments will be posted there. Also, assignments will only be accepted through the Blackboard assignments.

PLEASE NOTE THE FOLLOWING GRADING POLICIES:

- Assignments must be submitted through Blackboard unless a printed deliverable is required. All assignments are due by the start of class on the date due. Any assignment submitted after this deadline will be considered late.
- Only one assignment per student will be accepted up to one week late, but will receive a score no higher than 80%.
- If you cannot attend class to hand in a printed assignment, please submit the materials to iSchool Student Services in Hinds 114. They will record the date and time.

Attendance & Participation
Success in this course is dependent on participation in a project group, as well as peer feedback during presentation sessions. Therefore, attendance is necessary and required. Illnesses and other emergencies will be excused with appropriate documentation. There are few other acceptable reasons for missing a class, and doing so will result in a penalty. Each student will be allowed only two unexcused absences. The student’s entire participation grade will be deducted upon the third unexcused absence. This generally reduces the student’s final letter grade significantly. Class participation will include: class attendance, class interaction, feedback to presentations, assignments from the textbooks, labs, and bringing in good/bad design examples as required.

Mobile Phones, Laptops & Other Technology
Out of courtesy for your peers in this presentation course, the use of mobile phones and laptops must be restricted. Phones are to be silenced or turned off while in class. Laptops are to be closed during other student’s presentations, and to be used only for note taking during lecture. Failure to comply with this policy will result in a grade reduction.

Assignments

Note: All papers and assignments are due before the start of class, and should be posted to Blackboard.

Assignment Summary:
Presentations:
- **Informational Presentation:** Basic 3-5 minute presentation, focusing on information organization and basic presentation skills.
- **Persuasive Presentation:** Data-based 3-5 minute presentation using a persuasive organizational structure and developed presentation skills.
- **Elevator or Cocktail Party Pitch:** 60 second persuasive presentation designed to engage an investor in the company
- **Prezi Presentation:** Logo and Letterhead 1 minute presentation using Prezi
- **Advanced Presentation:** Presentation going beyond a PowerPoint-structured presentation (Pecha Kucha)
- **Final Presentation / Video Tutorial:** Screencast-based tutorial demonstrating some use of a software tool (suggested as final group project along with an instructional handout and individual reflection memos)
Organization/Design:
- **Event Flyer:** One-page black & white event flyer that is primarily text
- **Data Visualization:** Collection of data and creation of a bar chart, line chart, and pie graph using Excel
- **Logo:** Logo for an organization using good design principles, along with a reflective memo using Photoshop
- **Print Advertisement:** One page color print advertisement appropriate for a magazine
- **Resume and Cover letter:** One page resume reflecting the student’s current activities designed for a specific job or internship position, along with a cover letter applying for that position.

Syracuse University and School of Information Studies Policy Statements

**Academic Integrity**
Syracuse University’s Academic Integrity Policy holds students accountable for the integrity of the work they submit. Students should be familiar with the policy and know that it is their responsibility to learn about course-specific expectations, as well as about university policy. The university policy governs appropriate citation and use of sources, the integrity of work submitted in exams and assignments, and the veracity of signatures on attendance sheets and other verification of participation in class activities. The policy also prohibits students from submitting the same written work in more than one class without receiving written authorization in advance from both instructors. The presumptive penalty for a first offense by an undergraduate student is course failure, accompanied by a transcript notation indicating that the failure resulted from a violation of Academic Integrity Policy. The standard sanction for a first offense by a graduate student is suspension or expulsion.

For more information and the complete policy, see [http://academicintegrity.syr.edu](http://academicintegrity.syr.edu)

**Disabilities**
If you believe that you need accommodations for a disability, please contact the Office of Disability Services (ODS), [http://disabilityservices.syr.edu](http://disabilityservices.syr.edu), located in Room 309 of 804 University Avenue, or call (315) 443-4498 for an appointment to discuss your needs and the process for requesting accommodations. ODS is responsible for coordinating disability-related accommodations and will issue students with documented Disabilities Accommodation Authorization Letters, as appropriate. Since accommodations may require early planning and generally are not provided retroactively, please contact ODS as soon as possible.

**Religious Observance Policy**
SU religious observances policy, found at [http://supolicies.syr.edu/emp_ben/religious_observance.htm](http://supolicies.syr.edu/emp_ben/religious_observance.htm), recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or work requirements that may be missed due to are religious observance provided they notify their instructors before the end of the second week of classes. For fall and spring semesters, an online notification process is available through [MySlice/StudentServices/Enrollment/MyReligiousObservances](http://myslice.syr.edu) from the first day of class until the end of the second week of class.
Ownership of Student Work
This course may use course participation and documents created by students for educational purposes. In compliance with the Federal Family Educational Rights and Privacy Act, works in all media produced by students as part of their course participation at Syracuse University may be used for educational purposes, provided that the course syllabus makes clear that such use may occur. It is understood that registration for and continued enrollment in a course where such use of student works is announced constitutes permission by the student. After such a course has been completed, any further use of student works will meet one of the following conditions: (1) the work will be rendered anonymous through the removal of all personal identification of the work’s creator/originator(s); or (2) the creator/originator(s)’ written permission will be secured. As generally accepted practice, honors theses, graduate theses, graduate research projects, dissertations, or other exit projects submitted in partial fulfillment of degree requirements are placed in the library, University Archives, or academic departments for public reference.