IST 444: Information Reporting and Presentation

- Course Syllabus -

COURSE INFORMATION

COURSE DETAILS

Term: Spring 2013

INSTRUCTOR

Name: Michael J. Scialdone
Email: mjsciald@syr.edu
Office Hours: By Appointment

REQUIRED TEXTS


COURSE OBJECTIVES AND LEARNING OUTCOMES

This class is designed to introduce students to basic concepts in the presentation of information, both in oral and printed form. The average person receives so much information that content should be presented in ways that appropriately captures and maintains an audience’s attention. In this class, we will explore a variety of techniques to catch and keep the attention of the audience, and to draw them to the important aspects of a presentation. Upon completion of this course, students will be able to:

- Prepare and orally present well-organized material in an interesting and professional manner
- Communicate effectively with different types of audiences
- Use graphics concepts and techniques to design formats for printed material
- Effectively use a variety of tools to develop and present information effectively
- Evaluate and discuss the presentation of information in print, online, and oral formats
- Produce highly caliber documents such as executive summaries, resumes, and newsletters
BLACKBOARD LEARNING SYSTEM

The iSchool uses the Syracuse University’s Blackboard system to facilitate distance learning and main campus courses. Important due dates and details about assignments for this class will be posted here, as well as up-to-date records of your grades. To access Blackboard, go to the following URL: http://blackboard.syr.edu Please visit the iSchool Student Support page if you have any technical difficulties with Blackboard. This page will be updated frequently with useful information, so please bookmark this page for future reference:

https://answers.syr.edu/display/ischool/iSchool+Blackboard+Resources+Students

Additional questions regarding Blackboard (for iSchool courses) should be directed to ilms@syr.edu

GRADING

<table>
<thead>
<tr>
<th>ASSIGNMENTS</th>
<th>PERCENTAGE VALUE</th>
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<tbody>
<tr>
<td>Company Profile/Logo (Individual)</td>
<td>5%</td>
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<tr>
<td>Executive Summary (Individual)</td>
<td>5%</td>
</tr>
<tr>
<td>Advertisement and Updated Logo (Group)</td>
<td>10%</td>
</tr>
<tr>
<td>Letterhead, Envelope, Business Card (Group)</td>
<td>5%</td>
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<tr>
<td>Resume (Individual)</td>
<td>5%</td>
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<tr>
<td>Company Newsletter (Group)</td>
<td>10%</td>
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<tr>
<td>Homework and Labs (and Quizzes)</td>
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<tr>
<td>Attendance and Participation</td>
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<tr>
<th>PRESENTATIONS</th>
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<tr>
<td>Presentation II (Individual)</td>
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<td>Presentation III (Coffee Break)</td>
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<td>Presentation IV (Group)</td>
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<td>Presentation V (Individual)</td>
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<td>Presentation VI (Group)</td>
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GRADING POLICIES

• Assignments must be submitted through Blackboard no later than a half hour before the start of class on the date due unless otherwise stated
• Extensions will not be given unless there are extenuating and verifiable circumstances. Otherwise, only one assignment per student will be accepted up to 1 week late, but will receive no higher than 80%
• Any grade disputes need to be brought to the instructor’s attention within 1 week after the assignment
has been graded and returned
• An up-to-date record of your grades will be maintained via Blackboard. Final grades are calculated based on the following numerical averages:

<table>
<thead>
<tr>
<th>Percent Average</th>
<th>Grade</th>
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<tbody>
<tr>
<td>94%-100%</td>
<td>A</td>
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<tr>
<td>90%-93.9%</td>
<td>A-</td>
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<tr>
<td>87%-89.9%</td>
<td>B+</td>
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<tr>
<td>83%-86.9%</td>
<td>B</td>
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<tr>
<td>80%-82.9%</td>
<td>B-</td>
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<tr>
<td>77%-79.9%</td>
<td>C+</td>
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<tr>
<td>70%-72.9%</td>
<td>C-</td>
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<tr>
<td>65%-69.9%</td>
<td>D</td>
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<tr>
<td>64.9% or less</td>
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ATTENDANCE, TARDINESS, AND PARTICIPATION

In-class activities, peer feedback, and group work are essential learning experiences of this course. Thus, to be successful in IST 444, you are expected to attend class on time, as well as to participate regularly. In regard to the following:

• Attendance: Each student will be allowed two unexcused absences. Illnesses and other emergencies will be excused with appropriate documentation (inquire with the instructor if you are unsure of what this entails)
• Tardiness: If you anticipate being late or need to leave early, let the instructor know in advance
• Participation: This includes class interaction, feedback to presentations, bringing in examples as required, etc.

While attendance, tardiness, and participation make up 5% of your total grade, excessive absences, tardiness, or ongoing lack of participation may result in additional point deductions.

ASSIGMENTS

All assignments MUST be submitted via Blackboard a half hour before the start of class (unless specified otherwise by the instructor). Both individual and group assignments will be considered late after this.

HOMEWORK AND LABS (AND QUIZZES) (INDIVIDUAL)

Homework assignments will be geared toward increasing your understanding of textbook and lecture materials, while labs will be geared toward providing you with hands-on software experience that is necessary for the completion of group assignments. The number or homework assignments and labs planned for the semester will vary based on our progress and the class’ overall understanding of materials.
COMPANY PROFILE/LOGO (INDIVIDUAL)
Create a profile and logo design for an original company. The main focus of the company profile should be as follows: Describe the company's philosophy, including its major values, as well as the way you wish to present it to your customers. Include a description of your clientele – e.g., age, economic status, level of education, ethnicity, subculture, or any other aspect that may be of importance. Briefly include information on company background (and industry), product or service, size and location of the company, major competitors, and any other information you think is important. The logo should be created by hand, but you must be able to submit a digital version of it (either scanning it in or taking a picture of it with your phone). This should be a minimum of two pages. You will be presenting this to the class in Presentation II.

EXECUTIVE SUMMARY (INDIVIDUAL)
Submit an original executive summary based on the in-class lecture and material provided on Blackboard. Further details will be announced in class and posted on Blackboard.

RESUME (INDIVIDUAL)
In-class, as a group re-design a generic resume using the design and graphic principles learned in this class. The re-designed resume will be intended for a typical business/professional environment. Business professions will be distributed to each student - re-design your first resume to apply for a job in that company. As a group, you will be graded mainly on the layout/design quality of each, and the differences between the original resume and the submitted resume.

COMPANY ADVERTISEMENT AND UPDATED LOGO (GROUP)
As a group, create an advertisement as a marketing tool for your company. This assignment is usually modeled after a traditional magazine/print ad, however, alternative proposals will be considered if the group possesses skills in video, web design, or another (check with the professor). You must include the company logo in your advertisement, which should have evolved considerably through the input and design skills of all group members.

BUSINESS MATERIALS DESIGN PROJECT (GROUP)
As a group, design and create a unified letterhead, envelope, and business card design for your company. Alternative deliverables can be negotiated with the professor if you wish to design alternate materials. Submit the items as JPG or PDF files. You will also be providing a 3-4-paragraph summary of the evolution of how your 3 deliverables were created, what each group member contributed, and the group process involved to create and finalize the advertisement.

COMPANY NEWSLETTER (GROUP)
Details to be announced in class, but this is typically a company document which builds off of, and expands upon, the group work that you have already completed for the class. There will be a strong emphasis on design for this project, as well as presenting relevant and concise information.
PRESENTATIONS

There are six presentation assignments in this class. Four of the presentations are individual-based, and two of the presentations are group-based (which means each member must participate).

- Prep Sheets (attached to the assignment descriptions in Blackboard) are required for Presentations II and IV. These are intended to help you organize your thoughts going into the presentation, and need to be submitted via Blackboard.

- One to two paragraph Reflective Statements are required for Presentations I, III, and VI. These are to be submitted via Blackboard.

PRESENTATION I (INDIVIDUAL) – INTRODUCTORY PRESENTATION (1-2 MINUTES)
You will introduce yourself to the class. This assignment will count toward your homework/lab grade.

PRESENTATION II (INDIVIDUAL) – START-UP PITCHES (3-5 MINUTES)
Present your company (including your logo) to the class as if you were pitching it to potential investors. The information presented here should be based on the work you completed for the company profile/logo assignment; however, you need to present it in such a manner that is persuasive and enticing to your audience. The presentation must be well constructed, including hook (opening and closing), and introduction (preview of key points), a body in which the bulk of the information is presented, and a conclusion (summary of key points). PowerPoint as a visual aid must be incorporated into the presentation, and you may incorporate other visual aids as appropriate. There will be immediate verbal feedback from the professor. Your job is to persuade the class and your peers to choose to invest in your company. YOU will vote on which companies will form the groups to carry on throughout the rest of the semester. We will also vote on the best logos, with prizes for such to be announced in class.

PRESENTATION III -- COFFEE BREAK PITCH (INDIVIDUAL)
For this presentation, you will be given EXACTLY one minute to present your company idea (as prepared for Presentation II) directly to an executive in a social setting during a one-on-one encounter. Interruptions and other distractions can be expected during your presentation, and so you will be graded on how well you communicate your ideas in this unpredictable environment. Actual Syracuse University administrators and JPMC administrators will play the role of the executive, and they will provide feedback for your grade.

PRESENTATION IV (GROUP) -- COMPANY ADVERTISEMENT AND LOGO (5 MINUTES)
As a group, announce the launch of your chosen company to the class. Present the evolution of how your advertisement was created, what each group member contributed, and what the group process involved to create and finalize the advertisement. The presentation must be well constructed, including an introduction, a hook, a body in which information is presented, and a conclusion. PowerPoint as a
visual aid must be incorporated into the presentation. You may also incorporate other visual aids as appropriate.

**PRESENTATION V (INDIVIDUAL) – TO BE ANNOUNCED (5-7 MINUTES)**
Details of this presentation will be announced in class.

**PRESENTATION VI (GROUP) -- INVESTOR’S MEETING (10-12 MINUTES)**
In this presentation you will, as one of the executives of your company, participate in the annual end-of the-year presentation to the stockholders. You will use appropriate information technology, and each group member will present one portion of the presentation. Your goal is to convince the stockholders to invest in your company. There will be peer feedback and immediate verbal feedback from the professor. To help you receive “an investment” from your audience stockholders, this presentation should highlight all the skills we’ve worked on throughout the semester. The purpose of the presentations is to inform your stockholders about how you’re marketing your company, what your goals are, and how things are going. Introduce the audience to your brand, logo, advertising campaign, financials, etc. Each of these things should be updated to reflect changes based on critique you’ve received after each assignment.

**ADDITIONAL NOTES ABOUT PRESENTATIONS**

**Dress Code**
The dress code is as follows for each presentation. Details of Casual Attire and Business Casual will be discussed in class.

- Presentation I, II (No Specified Dress Code)
- Presentation III (Casual Attire – No jeans, hats, sweats, etc.)
- Presentation IV, V (Business Casual)
- Presentation VI (Formal)

**Presentation Audience Etiquette**
Students are expected to be considerate, attentive audience members during class presentations. This means refraining from any behavior that may distract or interrupt a speaker such as (but not limited to) the following:

- No talking, whispering, or passing notes
- Laptops, cellphones, books, notes, and the like need to be put away so that you may give your full attention to the presenter
- Do not leave or enter the room while a student is giving a presentation. If you need to excuse yourself, please wait for a break between presentations. Likewise, if you are entering the room, please wait for a break between speakers to come in and sit down

Failure to adhere to the above guidelines will result in YOUR grade being reduced as low as 0% for the same presentation that you have distracted or interrupted. While this penalty may sound harsh, it is intended to ensure that we, as a class, respect others while they are performing for a grade.
COURSE SCHEDULE

This will be kept up to date in Blackboard by at least two weeks into the future, so check frequently for due dates and upcoming assignments.

POLICY STATEMENTS

FAITH-BASED OBSERVANCES

Syracuse University recognizes the diverse faith traditions represented among its campus community and supports the rights of faculty, staff, and students to observe according to these traditions. Students are asked to consider that it is more difficult to arrange appropriate accommodations in some kinds of courses - for example, those that have certain kinds of laboratories or a significant experiential learning component - so students should consider their need for accommodation for religious observances as they plan their schedule each semester. Students should submit their expected days of absence due to religious observations through MySlice at the beginning of the semester.

ACADEMIC INTEGRITY

Syracuse University sets high standards for academic integrity. Those standards are supported and enforced by students, including those who serve as academic integrity hearing panel members and hearing officers. The presumptive sanction for a first offense is course failure, accompanied by the transcript notation “Violation of the Academic Integrity Policy.” The standard sanction for a first offense by graduate students is suspension or expulsion. Students should review the Office of Academic Integrity online resource “Twenty Questions and Answers About the Syracuse University Academic Integrity Policy” (http://academicintegrity.syr.edu/faculty-resources) and confer with instructors about course-specific citation methods, permitted collaboration (if any), and rules for examinations. The Policy (http://academicintegrity.syr.edu/academic-integrity-policy/) also governs the veracity of signatures on attendance sheets and other verification of participation in class activities. Additional guidance for students can be found in the Office of Academic Integrity resource: What does academic integrity mean (http://academicintegrity.syr.edu/what-does-academic-integrity-mean/)?

STUDENTS WITH DISABILITIES

If you believe that you need accommodations for a disability, please contact the Office of Disability Services (ODS), http://disabilityservices.syr.edu, located at 804 University Avenue, room 309, 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.

OWNERSHIP OF STUDENT WORK

I intend to use academic work that you complete this semester in subsequent semesters for educational purposes. Before using your work for that purpose, I will either get your written permission or render the work anonymous by removing all your personal identification.