COURSE OUTLINE

CAPILANO UNIVERSITY

TERM:	Spring 2013	COURSE NO.:	CMNS 133
INSTRUCTOR:		COURSE NAME:	BUSINESS WRITING FOR DIGITAL VISUAL EFFECTS
E-MAIL:	@capilanou.ca	SECTION NO.:	
PHONE:	604-986-1911	COURSE CREDITS:	3.0
OFFICE:		OFFICE HOURS	
INSTRUCTIONAL HOURS PER WEEK:	4 hours	CLASS LOCATION & TIME:	

COURSE PREREQUISITES: None

REQUIRED TEXT and OTHER RESOURCES:
> *Communications at Work,* Capilano University. North Vancouver: 2010 edition.

COURSE FORMAT:
Expectations:
> In addition to work done in the classroom, it is expected that students will do required reading and some assignments at home and will use online resources and materials provided through Moodle and/or class handouts.

Moodle: Three of the four instructional hours will be in the classroom and the fourth hour will be a combination of tutorials, at-home and online work using Moodle. Instructions on how to access Moodle will be given in class.

COURSE OUTCOMES:

General Outcomes:
> The purpose of CMNS 133 is to equip students with the basic skills for writing on the job in an entertainment industry business environment. These skills include researching and organizing information, clear and correct expression, and plain style.

Specific Student Learning Outcomes:
> Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

ABILITIES		LEVELS*
COMMUNICATIONS	**C1** Write and format business documents: routine correspondence, trouble letters, fact sheets, short bios, development budgets, financing plans, proposals, production notes, and media kits	1→6
	C2 Use clear and correct English	1→5
	C3 Edit business documents for effective, plain style	1→3
	C4 Create informative documents applying principles of organization	1→6
	C5 Understand and apply editing skills	1→4
	C6 Understand and apply principles of persuasion	1→6
ANALYSIS AND DECISION-MAKING	**A1** Prepare framework for development funding	1→3
	A2 Prepare persuasive arguments in an entertainment industry business context	1→5
SOCIAL INTERACTION	**S1** Work in groups to resolve decisions and procedures necessary to complete writing tasks	1→3
CITIZENSHIP AND GLOBAL PERSPECTIVES	**G1** Understand the social responsibility of entertainment industry	1→4
	G2 Discuss intercultural issues as they relate to business documents	1→2

*See Faculty of Business – Our Commitment to Assessment and Constructive Feedback for description of the six "Levels" of Comprehension.

EVALUATION PROFILE:

ASSESSMENT	% OF TOTAL GRADE	INDIVIDUAL /GROUP	COMMUNICATIONS	ANALYSIS AND DECISION MAKING	SOCIAL INTERACTION	CITIZENSHIP AND GLOBAL PERSPECTIVES
				CAPabilities Assessed		
Correspondence (15% for social media; 20% for production notes)	35%	I	C1, C2, C3, C4, C5, C6	A1	S1	G1, G2
Jobs	20%	I	C1, C2, C3, C4, C5	A2	S1	G1, G2
Proposal	25%	I and G	C1, C2, C3, C4, C5	A2	S1	G1, G2
Grammar Mid-Term	15%	I	C2, C3			
Instructor Evaluation	5%	I				
TOTAL	100%					

COURSE CONTENT/SCHEDULE:

WEEK	CONTENT
1	**Course Introduction** Diagnostic Quiz Grammar Basics: MLA style and Writing Centre support
2	**Industry 1** Introduction to the Entertainment Industry: studio, independent, service and domestic productions Grammar Basics
3	**Industry 2** Entertainment Industry Sectors and Phases of Production: development, production, post production and distribution processes Grammar Basics
4	**Correspondence 1** Email, Texting, Social Media Grammar Basics
5	**Correspondence 2** Information Letters, Creative Notes and Trouble Letters Grammar Basics
6	**Jobs 1** The Cover Letter, resumes and business cards Grammar Basics
7	**Jobs 2** The Short Bio Grammar Basics
8	**Grammar and Writing Mid-Term Exam**
9	**Jobs 3** Contractor or Employee?: registration of single-purpose companies and corporate financial management and reporting
10	**Jobs 4** Portfolio Presentations: Writing for The Web
11	**Proposals 1** Financial and Creative Proposals: digital visual effects, the visual arts and independent digital media funding
12	**Proposals 2** Pitching and the Proposal (First Draft)

WEEK	CONTENT
13	**Proposals 3** The Proposal (Second Draft)
14	**Proposal Presentations**
15	**Course Review**

UNIVERSITY POLICIES

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website. Emergency Procedures are posted in every classroom.

In addition to the policies of the university, the Faculty of Business has the following policies governing the management of our classes and curriculum.

FACULTY OF BUSINESS POLICIES

Attendance: Regular attendance and punctuality are both essential and expected due to the nature and format of the course materials.

Cheating and Plagiarism:
Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published in the University Calendar.

Penalties for Cheating and Plagiarism:
A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (See the University Calendar). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

Incomplete Grades:
Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University administration.

Professional Behaviour:
Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in the Business Faculty. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

Copyright Policy:

Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published in the University Calendar.

PROGRAM POLICIES – Communications Division

In addition to the Capilano University and Faculty of Business policies, the Communications Division has the following policies governing the management of our classes and curriculum.

Missed Exams and Quizzes:

Students will submit assignments within the time allotted. Late assignments and/or missed exams will receive ***no grade*** unless the student has made arrangements with the instructor well in advance; the student is responsible for contacting the instructor to arrange such make-ups.

English Usage: All assignments are marked for correct English usage, proofreading and formatting.

COURSE LEVEL POLICIES – COMMUNICATIONS DIVISION BASIC CORPORATE PROCEDURES

In addition to Capilano University, Faculty of Business, and the Communications division, the following policies govern the management of this class and its curriculum.

Grading Profile:

A+	95-100%	B+	80-84%	C+	65-69%	D	50-54%
A	90-94%	B	75-79%	C	60-64%	F	0-49%
A-	85-89%	B-	70-74%	C-	55-59%		

Assignments: Homework assignments are due at the ***start of class*** on the due date unless otherwise advised by your instructor. Late assignments will be accepted only if prior approval for a late submission date has been given by the instructor.

CAPILANO UNIVERSITY

CAPILANO UNIVERSITY VISION, MISSION and GOALS

UNIVERSITY VISION

Students are drawn to our dynamic and unique programs, passionate faculty, welcoming staff, and close-knit learning environment; graduates are independent learners, thinkers, and doers actively contributing to their communities.

UNIVERSITY MISSION STATEMENT

We are a teaching-focused university offering a wide range of programs and services that enable students to succeed in their current studies, in their ongoing education, in their chosen careers, in their lifelong pursuit of knowledge, and in their contribution as responsible citizens in a rapidly changing and diverse global community.

UNIVERSITY GOALS

Arising from the Mission statement, the Institutional Goals are broadly defined as the general areas of success that are desired for all students. From the Mission, the Institutional Goals are:

- Student success in ongoing education
- Student success in chosen career
- Student success in lifelong pursuit of knowledge
- Student success in contributing as responsible citizens in a rapidly changing and diverse global community

In order to support student success in these areas, the institution has identified seven broad learning outcomes for students in all programs.

These **institutional student learning outcomes** are:

1. Self-directed learning, awareness, and responsibility
2. Up-to-date information gathering and research skills
3. Communication skills
4. Quantitative reasoning ability
5. Group and social interaction skills
6. Creative, critical, and analytical thinking skills
7. Community/global consciousness and responsibility

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FACULTY OF BUSINESS

MISSION STATEMENT

To provide students with the necessary skills and abilities to be immediately effective in their employment or further studies, and to possess a sound basis for future progression in their chosen career, in the lifelong pursuit of knowledge, and in their contribution as responsible citizens in a rapidly changing and diverse global community.

OUR COMMITMENT TO SKILLS AND ABILITIES

The Faculty of Business, through the delivery of this course, is committed to the development of skills so that students can perform the tasks of this discipline in an efficient and effective way.

In addition, through the delivery of all courses, the Faculty is committed to the development of core 'abilities' that will prepare students for future career progression in a chosen field. A well rounded graduate, in addition to being able to perform certain tasks, will have the following CAPabilities;

CAPability	Description
Communication	Selects, uses and integrates communication skills to develop informative, explanatory and persuasive presentations to a variety of audiences using oral and written communication and language, quantitative and technological literacy.
Analysis and Decision-Making	Brings a unique perspective to the analysis of organizational issues through systematic thinking and the application and adaptation of frameworks and tools that assist decision-making
Social Interaction	Uses appropriate interpersonal and group theory to deal with inter-personal, team, stakeholder and professional situations to inform, persuade and influence.
Citizenship and Global Perspective	Understands corporate social responsibility within organizational contexts and the social role and impacts of organizations. Integrates personal, professional and community values in a decision-making context as a member of an organization. Works effectively with interdependence and diversity by framing issues in the broader global context, understanding the social and cultural roots of business, governments and other organizations and by providing managerial support as part of a global strategy.

OUR COMMITMENT TO ASSESSMENT AND CONSTRUCTIVE FEEDBACK

The Faculty of Business is committed to providing feedback that rewards excellence and motivates personal development. We use a mixture of personal, peer and professional assessment so that students have a diverse view of their progress in skills and abilities development. It is important to use feedback to enhance the quality of learning.

The assessment model is designed to give a fair reflection of the letter grade earned, as well as a road map for personal skill and ability development. For each skill and ability in the course students will be assessed as to the level of comprehension demonstrated. Grades are a function of how students have met course expectations as to those levels of comprehension.

SIX "LEVELS" of comprehension

KNOWLEDGE	
1. **Recognize**	Be able to identify the components of a framework or tool.
2. **Define**	Be able to describe the aspects of the components of the framework or tool.
APPLICATION	
3. **Use**	Be able to manipulate the framework or tool to cause a result.
4. **Interpret Results**	To understand the result of the manipulation in a meaningful way.
JUDGMENT	
5. **Situational Use**	To be able to identify situations where the framework or tool should be applied, and then apply the framework or tool, including using the results effectively.
6. **Adaptation**	To be able to creatively adapt the framework or tool such that its use will maximized in a given situation.

CAPILANO
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COMMUNICATIONS DEPARTMENT

MISSION STATEMENT

The mission of the Communication Department is to train students in applied communications that develop writing and speaking skills in preparation for employment and for further study.

This mission supports the mission of the University to enable student success in applied studies and chosen careers.

PROGRAM OUTCOMES

Knowledge
To develop students' understanding that jobs in the communications industry demand professional standards, from concept to drafting, organization, layout and editing

To provide an overview of the range of skills and strategies required for working in corporate, community, and government communications fields.

Skill
To provide opportunities for students to write to professional standards and to develop pose as a speaker in a variety of contexts

Value
This program values opportunities for students to recognize that writers with general skills must adapt quickly to changing requirements.

STUDENT LEARNING OUTCOMES

1. Demonstrate competence in editing for spelling, grammar, format and style.

2. Write to professional standards by composing research reports, proposals, general business correspondence, media releases, brochures, and advertisements.

3. Demonstrate competence in researching primary and secondary sources to compose research reports.

4. Apply APA style to research reports.