CARNEGIE MELLON UNIVERSITY, HEINZ COLLEGE

WRITING FOR CREATIVE INDUSTRIES, 6 UNITS

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Office Location: HBH 3007

Virtual Office Hours: Tuesdays from 11:30 AM - 1:30 PM (EST)

Join Zoom Meeting
https://cmu.zoom.us/j/93659058906?pwd=Q0o0VTMvNGtaQWNTSUUvUks2MDlzUT09

Meeting ID: 936 5905 8906
Passcode: 710822

**additional meetings by appointment, Mon - Thurs via Zoom
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Course Description

Communication in written form is an essential element of being a professional in the creative industries. Writing for museums, galleries, performing arts organizations, production companies, distribution enterprises, talent agencies, and other contexts in arts and entertainment management challenges students to convey critical thinking by anticipating readers' needs and the perspectives of stakeholders. The writing skills integral to this process include: targeting diverse audiences with varying levels of expertise and roles, developing essential and persuasive content, communicating complex ideas concisely, organizing information, ensuring clarity, moderating tone, designing a document for readability, and maintaining format norms. Students will use real-world scenarios relevant to careers in arts and entertainment management to write e-mails, press releases, reports, and proposals. Writing resources and specialized sample documents will be provided.

Note: This course assumes proficiency in English grammar. Numerous resources for improving written English skills are provided via Canvas.

Text(s)

- *selected texts to be provided by the instructor*

Objectives

- Differentiate the format and style of professional writing from personal and academic writing
- Determine the purpose and scope of the message
- Distinguish between essential versus non-essential information
- Target writing to particular readers, rather than preparing generic material
- Demonstrate writing as a tool to build and maintain professional relationships

- Communicate complex, data-heavy topics accurately using specific, plain language
- Maintain a logical structure through calculated organizational methods
- Format headings, lists, data, citations, and visuals with a focus on precision and consistency
- Design documents and materials that adhere to accessibility guidelines
- Create efficiently phrased, actionable communications for use in a workplace
- Edit documents thoroughly prior to distribution

Registration

Once a section is full, enrollment is dependent on: (1) the number of registered students who drop the section, and (2) the waitlist order.

Classroom Policies

Professional conduct is necessary. Demonstrate respect for everyone in the room through active listening, eye contact, and productive comments. As this is a writing course, rather than a course on public policy, avoid policy debates. Further, while class is in session, refrain from: accessing personal messages, sleeping or doing other coursework. Overall, students are expected to exhibit an interest in professional development beyond simply completing the assignments.

CLASS ATTENDANCE

This course consists of lectures, discussions, individual writing exercises, and peer review. Students are responsible for obtaining course material distributed during their absence. For students with 2 or more absences, the result will be a full drop in a letter grade. For instance, if your grade in the course is a 95% and you have been absent more than 2 times, your grade will drop to an 85%.

WELLNESS

Carnegie Mellon University has a wide array of [resources and programs to support student wellness](). Students are encouraged to access these resources, and to contact the instructor if a health or safety concern arises.

TEACHING ASSISTANT

The teaching assistant's contact information will be posted on Canvas. Feel free to proactively schedule sessions (at least 2 business days in advance) with the TA for feedback on your work. Think of the TA as a professional coach; the role is intended to provide guidance and offer resources for developing effective presentations – ultimately, you are responsible for the work you deliver in class.

Written Assignments

Instructions for written assignments will be posted to Canvas in accordance with the course & assignment schedule.

LATE ASSIGNMENT POLICY

If a student submits a paper late, the student may be jeopardizing their ability to receive comments on the first and final draft.

While allotments can be made for extenuating circumstances, if the assignment is handed in late, half of a letter grade will be deducted from the overall score, for every day past the due date. For instance, if you submit an assignment two days late, then the highest grade you can receive is 90%.

POLICY ON EXTENSIONS

Late assignments earn a failing grade unless: (1) a religious observance or a documented medical condition prevents on-time submission; and, (2) the student consulted with the instructor in advance for approval of an alternate due date.

Policy on Student Accommodations
The Carnegie Mellon University Office of Disability Resources reviews requests for "reasonable accommodations, academic adjustments, and auxiliary aids and services."[1] Students can work with the instructor to arrange accommodations as needed on a case-by-case basis once accommodations are granted by the Office of Disability Resources.

Global Communication Center (GCC)

The GCC provides communication consulting free-of-charge. Use this resource, located on campus in Hunt Library, to enhance your academic performance: https://www.cmu.edu/gcc/.

Evaluation

The Heinz College rubric is included in this syllabus. Assignment specific editing checklists will be provided during class.

Grade	Percentage	Interpretation	Points	Graduation Credit
A+	98 - 100	Exceptional	4.33	Yes
A	93 - 97	Excellent	4.00	Yes
A-	90 - 92	Very Good	3.67	Yes
B+	88 - 89	Good	3.33	Yes
B	83 - 87	Acceptable	3.00	Yes
B-	80 - 82	Fair	2.67	Yes
C+	78 - 79	Poor	2.33	Yes
C	73 - 77	Very Poor	2.00	Yes
C-	70 - 72	Minimal Passing	1.67	Yes
R	69 - below	Failing	0	No
I	NA	Incomplete	0	No

Assessments

- Press Release (20%)
- Professional Brief (25%)
- Blog Article (20 %)
- Professional Proposal (35 %)

Academic Conduct

Assignments are submitted via Turnitin. This technology compares documents with contact available on the internet and with files previously uploaded. The site generates a report indicating matching content. If an academic integrity violation is suspected, the student will be contacted to meet with the instructor to determine if a violation has occurred based on Carnegie Mellon University's Policy on Academic Integrity. Not that plagiarism includes:

- Presenting another writer's work as your own

- Cutting and pasting contact verbatim without using quotation marks to indicate a direct quote

- Inserting a direct quote or paraphrasing without citing the source

- Providing incomplete or incorrect information about the source cited

During some class sessions, we may leverage generative AI tools to support your learning, provide you with an opportunity to explore how they can be used, and/or better understand their benefits and limitations. Learning how to use AI is an emerging skill, and we will work through the implications of these evolving systems together. I will indicate when and where use of AI tools is appropriate (and not). Examples of use might include: (1) brainstorming new ideas, (2) developing example outlines or approaches to your work, (3) generating different ways to talk about a problem, and or (4) as a writing tool to check for grammar, spelling, and phrasing.

Disclaimer: The instructor reserves the right to change any provision of this course outline including but not limited to the right to change the time, order, and content of the course schedule.

[1] University, C. M. (n.d.). Retrieved June 27, 2017, from https://www.cmu.edu/hr/eos/disability/students/policy-on-student-accommodations.html