

Sample Curriculum Mapping

This sample mapping focuses on when students are introduced to and have opportunities to practice and reinforce their development of competencies related to technologies and software platforms used in professional writing.

Core Courses	<i>Intro to Professional Writing & Rhetoric</i> 200-level	<i>Writing & Technology Studio</i> 200-level	<i>Writing as Inquiry</i> 200-level	<i>Understanding Rhetoric</i> 300-level	<i>Internship</i> 300-level	<i>Senior Seminar</i> 400-level
Outcomes						
<i>Experience with Adobe Suite Programs; Mastery of a Few Programs</i>	Introduce: InDesign (Resume and Cover Letter Assignment)	Introduce: InDesign, Photoshop, Audition, Premiere (Multi-genre brand development project)		Reinforce and practice: Adobe Suite (Student Choice, selecting best program for writing goal)		Reinforce and practice: InDesign (Showcase Poster and Handout); others depending on student's capstone project
<i>Experience with Website Development</i>	Introduce: Wix, Weebly, WordPress (Student Choice for Portfolio Assignment)	Introduce: Wix, Weebly, WordPress (Student Choice for Portfolio Assignment)	Reinforce and practice: WordPress or Wix (Platforms used to showcase Highway 64 research)		Reinforce and practice: Wix, Weebly, or WordPress (Student Choice for Internship Portfolio)	Reinforce and practice: Wix, Weebly, or WordPress (Student Choice for Job Portfolio)
<i>Experience with Multimedia Writing</i>		Introduce: Garage Band, Audacity, Audition (Podcast Project)			Reinforce and practice: For some students, depending on internship	Reinforce and practice: For some students, depending on capstone project
<i>Experience developing Infographics</i>	Introduce: Canva, Piktochart, Infogram, Excel	Introduce: Canva, Piktochart			Reinforce and practice: For some students, depending on internship	

Potential gaps for reinforcing and practicing these competencies.

Supplemental resource to *Key Practices for Fostering Engaged Learning: A Guide for Faculty and Staff*, by Jessie L. Moore. Stylus Publishing / Center for Engaged Learning, 2023.

Sample Curriculum Mapping

This sample mapping focuses on when students are introduced to and have opportunities to practice and reinforce their development of their ePortfolios in a Professional Writing & Rhetoric (PWR) degree program.

Core Courses	<i>Intro to Professional Writing & Rhetoric</i> 200-level	<i>Writing & Technology Studio</i> 200-level	<i>Writing as Inquiry</i> 200-level	<i>Understanding Rhetoric</i> 300-level	<i>Internship</i> 300-level	<i>Senior Seminar</i> 400-level
Outcomes						
<i>Experience selecting projects that can serve as evidence of student's developing PWR competencies</i>	Introduce: Required to include collaborative course project; student selects one additional project to include in early draft ePortfolio	Introduce: Rhetorical analysis of ePortfolios to examine how selected projects serve as evidence of professional competencies			Reinforce and practice: Develop an internship portfolio that includes at least 3 projects from the internship	Reinforce and practice: After external review of senior portfolio, senior seminar includes an online professional identity project with a focus on adapting and maintaining the ePortfolio as a professional portfolio.
<i>Experience reflecting on how selected projects demonstrate student's competencies</i>	Introduce: Required to draft and revise contextual reflections for the two projects referenced above		Reinforce and practice: Required to draft a contextual reflection for a course project	Reinforce and practice: Required to draft a contextual reflection for a course project	Reinforce and practice: Draft contextual reflections for internship projects	
<i>Experience with web design for ePortfolio</i>	Introduce: ePortfolio as part of employment project (early organizational frame, resume, and visual identity/ personal branding)	Introduce: Early ePortfolio design with attention to rhetorical affordances or constraints of available technologies	Potential gap in reinforcing and practicing web design for ePortfolio			

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