

# STRING THEORY

S C H O O L O F D E S I G N

**Eng 145.C1 Illuminate:**  
**English Composition and Visual Storytelling**  
**Fall 2025**  
**Total Hours: 45**  
**Quarter Credits: 4.5**

<b>Faculty Name:</b> Daniel Moorhead	<b>Office Hours:</b> [Day(s)] [Times](or by appointment)
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<b>Phone:</b>	

**Course Description:** Students will analyze, synthesize, evaluate, summarize, paraphrase, and cite written, spoken, and visual texts created by thought leaders in innovative design fields. They will leverage this systematic study to write effective expository prose and argumentation which stresses development and support of a clear thesis. This course helps students synthesize what they hear, read, and see, and gives them the tools to effectively communicate their responses to the expertise and ideas they encounter. This prepares them for future academic and professional written communication. This course uses Nancy Duarte's book *Illuminate* as an anchor text on visual storytelling. The book's premise connects writing to design and creativity. It helps writers create a strong connection with audiences and leads to purposeful action.

**Prerequisites:** None

**IDEATE Program Educational Objectives Alignment:** This course is designed to help students achieve the following IDEATE Program Educational Objectives:

- Think critically and creatively
- Apply technique to create quality
- Apply knowledge to design challenges

Completion of this course will yield the following student learning outcomes:

- Construct core knowledge
- Plan strategically
- Innovate solutions

**Course Learning Goals:** The course is designed around the following learning goals. Upon completion of this course, students should be able to:

- Harness the power of persuasive communication
- Read critically to create

- Hone expository writing techniques

**IDeATE Competencies and Mastery Credits:**

Competencies	Course Specific Mastery Credits
Inquiry	Exploration: Perceive and interpret meaning in works of experts.
Design	Empathy: Self-assessment through curated and annotated artifacts and reflections of the ability to understand and share the feelings of others.
Critical Thinking	Synthesizing Evidence: Integrating information across multiple sources and analyzing that information to support an argument or explanation.
Core Knowledge	Core Humanities and Technology
Collaboration	Critique: Analyze the works and reasoning of peers and apply criteria to evaluate it.
Communication	Conventions: Using discipline-appropriate conventions to support clear expression of ideas and information
Engagement	Entrepreneurial and Growth Mindset: Grows skills and confidence to identify and make the most of opportunities, overcome and learn from setbacks, and succeed in a variety of settings, understanding that capacity can be developed through openness to growth, dedication, and hard work.

**Course Materials:**

**Required Texts and Materials:**

1. *Illuminate: Ignite Change through Speeches, Stories, Ceremonies, and Symbols* by Nancy Duarte and Patti Sanchez
2. Hacker, Diana and Sommers, Nancy. (2017) *A Pocket Style Manual* (8th ed.) Bedford/ St. Martin's

**Mastery Grading System:**

<b>3.8 - 4.0</b> Exceeds Mastery	<b>3.0 - 3.7</b> Mastery	<b>2.0 - 2.9</b> Developing	<b>1.0 - 1.9</b> Insufficient Evidence
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Whole number mastery grades (1 - 4) are recorded for each mastery credit (evidenced by products, performances, or assessments) with points used to compute a synthesized mastery course grade for each student at the end of each quarter. Students must earn a mastery course grade of 3.0 to evidence mastery of course learning goals. Students with a 2.0 or higher receive credit for a course and evidence readiness for any future learning for which this course serves as a prerequisite in the IDeATE program.

**Course Schedule (subject to change, with notice):**

Week #	Topics/Experiences	Content	Products/Performances/ Assessments
Week 1	EQ: How do stories transform people?	<i>Illuminate</i> - Chapter 1: Leaders Move Others Forward	Chapter 1 Quiz Socratic Seminar 1: Essential Question Journal Entry #1
Week 2	Empathy	<i>Illuminate</i> - Chapter 2: Listen Empathetically to Light the Path  Hacker et. al:Clarity	Chapter 2 Quiz  Journal Entry #2
Week 3	Analysis: What makes writing compelling?	<i>Illuminate</i> - Chapter 3: The Torchbearers Toolkit  Hacker et. al:Grammar	Chapter 3 Quiz  Composition 1 Outline
Week 4	Structure: How do you organize your ideas?	<i>Illuminate</i> - Chapter 4: DREAM  Hacker et. al:Punctuation	Chapter 4 Quiz  Composition 1 Draft 1
Week 5	Technique: How can revision make writing better?	<i>Illuminate</i> - Chapter 5: LEAP  Hacker et. al:Mechanics	Chapter 5 Quiz  Composition 1 Draft 2
Week 6	Content: What is important to your audience?	<i>Illuminate</i> - Chapter 6: FIGHT  Hacker et. al:Research	Chapter 6 Quiz  Composition 2 Outline
Week 7	Synthesis: What makes writing cohesive?	<i>Illuminate</i> - Chapter 7: CLIMB  Hacker et. al:Format	Chapter 7 Quiz  Composition 2 Draft 1
Week 8	Peer Critique	<i>Illuminate</i> - Chapter 8: ARRIVE	Chapter 8 Quiz  Composition 2 Draft 2
Week 9	Design Your Story	<i>Illuminate</i> - Chapter 9: (Re)Dream	Chapter 9 Quiz Uplevel choice composition to presentation
Week 10	EQ: How do stories transform people?	<i>Illuminate</i> - Conclusion	Final Presentations Socratic Seminar 2: Essential Question

### Submission Dates:

SUBMISSION DATE	PRODUCT/PERFORMANCE/ASSESSMENT DUE
weekly on Fridays	Chapter quizzes
TBD Week 1	Socratic Seminar 1 Journal Entry #1
TBD Week 2	Journal Entry #2
TBD Week 3	Composition 1 Outline
TBD Week 4	Composition 1 Draft 1
TBD Week 5	Composition 1 Draft 2
TBD Week 6	Composition 2 Outline
TBD Week 7	Composition 2 Draft 1
TBD Week 8	Composition 2 Draft 2
TBD Week 9	Draft Presentation
TBD Week 10	Socratic Seminar 2 Final Presentation

### IDeATE PROGRAM POLICIES:

**Academic Integrity:** IDeATE students and professors uphold academic integrity as one of our highest priorities, and the String Theory School of Design investigates any allegation of violations of academic integrity. Violations include, but are not limited to: plagiarism, cheating, fabrication, and other forms of academic misconduct. Students who believe they have been wrongly accused or sanctioned have a right to an appeals process.

**Attendance Requirements:**

Students are expected to attend all classes, and must notify professors if they are not able to attend class for any reason. It is the student's responsibility to inquire about experiences, content, and work missed due to that absence. For further information on the attendance policy, please consult the IDeATE Program catalog.

**Course Change Policy:** IDeATE program faculty reserve the right to make changes to the course during the quarter to best actualize course learning goals. Changes will be announced to individual classes and conveyed in writing in advance of the change.

**Accessibility and Disability Accommodations:** Students with disabilities requesting accommodations and services need to complete an Accessibility Form, along with documentation from a licensed medical professional with a diagnosis of disability (defined as an impairment and/or condition that substantially limits a major life activity for 6+ months). Temporary adjustments are available for individuals with short-term impairments, i.e., those due to accident or injury. Please see the String Theory School of Design IDeATE Program course catalog for more details.

**Course Drops and Withdrawals:** Enrolled students may drop a course through the end of Week 1, and may withdraw from a course through Week 7. Please be aware of the potential financial and academic implications of course drops and withdrawals. Please see the String Theory School of Design course catalog for more details. Once registered, it is your obligation to attend, drop, or withdraw. Dropping will remove the course from your transcript. Withdrawing will result in a "W" on a student's transcript.

**Commitment to Inclusive Practices:** The String Theory School of Design welcomes individuals from diverse backgrounds and perspectives, and promotes an inclusive and respectful environment that enriches the school community and the educational and employment experience of its members. To report an incident, sexual misconduct, discrimination or harassment based on race, color, national origin, religion, sex, sexual orientation, disability, gender identity or expression, age, veteran status, or any other protected category or identity, please follow current guidance in the String Theory School of Design IDeATE Program course catalog.

**Professor's Welcome:**

[add a note of welcome that creates a sense of belonging]

**Course Specific Expectations:**

[add a narrative paragraph or bulleted expectations no more than a half page in length]