

STRING THEORY

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

**Eng 245.I4 Resonate:
Public Speaking and Storytelling
Winter 2025
Total Hours: 45
Quarter Credits: 4.5**

Faculty Name: [add name]	Office Hours: [Day(s)] [Times](or by appointment)
Email: [add email]	Class Hours: [Day(s)]
Phone: [add phone]	[Times](or by appointment)

Course Description: Speaking with clarity, confidence, and precision is an essential skill to advance innovative ideas. This course helps students build confidence in preparing and delivering informative and persuasive speeches in service of compelling audiences and illuminating ideas. Topics include selection of content, audience analysis, research, organization, and use of voice and body in speech delivery. This course uses Nancy Duarte's and Patti Sanchez's book *Resonate* as an anchor text. The book helps students use the power of effective communication to lead people through the five stages of transformation using speeches, stories, ceremonies, and symbols.

Prerequisites: Eng 145.C1 *Illuminate: English Composition and Visual Storytelling* or permission of instructor

IDeATE Program Educational Objectives and Student Learning Outcomes Alignment:

This course is designed to help students achieve the following IDeATE Program Educational Objectives:

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

Completion of this course will yield the following student IDeATE Program Student Learning Outcomes:

- Map the design ecosystem
- Construct core knowledge
- Innovate solutions

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

- Recognize why and how speeches resonate with audiences.
- Evaluate logical and emotional landscapes and the impact of speeches on audiences to appreciate quality storytelling and critique public presentations
- Hone rhetorical techniques and make use of structure to craft and present effective speeches that move people

IDeATE Competencies and Mastery Credits:

Competencies	Course Specific Mastery Credits
Inquiry	Patterns: Identify patterns in the elements of powerful speeches and presentations.
Design	Ideate: Generate speech topics that resonate with the audience, the occasion, and the speaker.
Critical Thinking	Logic and Reasoning: Construct arguments using Aristotelian models of proof (ethos, pathos, logos) and engage in rhetorical criticism.
Core Knowledge	Core Humanities and Technology
Collaboration	Dialogue: Demonstrate analytical and empathetic listening to resonate with an audience.
Communication	Public Speaking: Present speeches employing elements of oral style and platform techniques to engage audiences.
Engagement	Passion/Initiative: Invest energy to produce disciplined accomplishments.

Course Materials:

Required Texts and Materials:

1. *Resonate* by Nancy Duarte

Suggested Resources:

1. *Speech Craft* by Joshua Gunn

Mastery Grading System:

3.8 - 4.0 Exceeds Mastery	3.0 - 3.7 Mastery	2.0 - 2.9 Developing	1.0 - 1.9 Insufficient Evidence
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Whole number mastery grades (1 - 4) are recorded for each mastery credit aligned to each product, performance, or assessment, 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 2.0 or higher to 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	Essential Question: Why and how do ideas resonate with people?	Resonate: Chapter 1 - Why resonate? Curated TED talks, viral media posts, famous speeches.	Chapter 1 Quiz Socratic Seminar 1: Essential Question Project: Reflection on what ignites passion for you
Week 2	Power of Storytelling	Resonate: Chapter 2 - Lessons from Myths and Movies	Chapter 2 Quiz Project: Choose a topic
Week 3	Understanding Audience	Resonate: Chapter 3 - Get to Know the Hero	Chapter 3 Quiz Project: Choose an audience
Week 4	Research methods and outlines	Resonate: Chapter 4 - Define the Journey	Socratic Seminar 2: Heroes and Journeys Chapter 4 Quiz Project: Research your topic with your audience in mind
Week 5	Aristotelian models of proof Rhetorical critique	Resonate: Chapter 5 - Create Meaningful Content	Chapter 5 Quiz Written Speech Critique and Analysis Project: Draft your premise
Week 6	Patterns and Structure	Resonate: Chapter 6 - Structure Reveals Insights	Chapter 6 Quiz Project: Structure your story
Week 7	Empathy and Listening	Resonate: Chapter 7 - Deliver Something They'll Always Remember	Chapter 7 Quiz Project: Make your story memorable
Week 8	Oral style and delivery techniques	Resonate: Chapter 8 - There is Always Room to Improve	Chapter 8 Quiz Project: Uplevel your story
Week 9	Applying critique and feedback	Resonate: Chapter 9 - Change Your World	Chapter 9 Quiz Project: Practice, practice, practice
Week 10	Essential Question: Why and how do ideas resonate with people?	Resonate: CODA - Inspiration is Everywhere!	Public Presentations Socratic Seminar 3: Essential Question

Submission Dates:

SUBMISSION DATE	PRODUCT/PERFORMANCE/ASSESSMENT DUE
weekly on Fridays	Chapter quizzes
TBD Week 1	Socratic Seminar 1
TBD Week 2	Topic Proposal
TBD Week 4	Socratic Seminar 2
TBD Week 4	Speech Outline
TBD Week 5	Critique and Analysis Paper
TBD Week 6	Speech Rough Draft
TBD Week 8	Speech Honed Draft

TBD Week 9	Peer Critique and Practice Log
TBD Week 10	Final Presentation
TBD Week 10	Socratic Seminar 3
TBD Week 10	Narrative Self-Reflection

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]