MASTER OF ARTS
IN MASS COMMUNICATION
College of Journalism and Communications

UF CJC ONLINE

UNIVERSITY *of* FLORIDA

Capstone: Digital Strategy & Web Design

MMC6936
Academic Term: Summer 2020
3 Credit Hours

Instructor
Name: Kara Page
Email Address: kara.page@jou.ufl.edu
Office Phone Number and Times: In case of emergency, a student is welcome to contact the instructor via text message or call at (772) 475-9639. The instructor is also available for meetings Monday-Friday from 8 a.m. – 10 p.m. EST.
Virtual Office Hours: Monday-Friday from 8 a.m. – 10 p.m. EST by appointment.

Teaching Assistants
- N/A

Course Description & Prerequisites

This capstone course was designed for the student to complete a marketing challenge project demonstrating the synthesis and application of the learnings from the College of Journalism and Communications program. Under the guidance of an instructor, the student will plan and execute a digital marketing campaign, which will include measuring, reporting, formulating solutions, developing strategies, and producing a final project that bridges the gap between theory and practice.

Course Pre-Requisites / Co-Requisites
Pre-Requisites: Departmental approval is required.

Course Delivery Mode & Time Commitment

This is a fully online course and you must log into Canvas with your Gatorlink username and password to access the materials and assignments. The course is organized into modules with due dates. Unless otherwise specified, each module begins on Monday at 12:00 AM, ET, and ends on Sunday at 11:59 PM, ET. The course begins with the Course Orientation (START HERE) Module, which will familiarize you with the course.

Students will be required to work on a team throughout the semester to fulfill project requirements. In addition to projects, students will be required to complete call reports to practice project management and planning skills. Students will attend a live lecture on Monday evenings or watch a recorded lecture to review important concepts related to projects and client interactions. At the midpoint in the semester, teams will meet with the instructor during the team's assigned meeting time to review project progress and troubleshoot any issues. All deadlines, project descriptions, reading assignments and links to lectures can be found on the corresponding module pages in Canvas.

Time Commitment
Expect to spend between 10 to 20 hours per week, per course, watching or attending lectures, reading, working on assignments and projects, and engaging with teammates.

Course-Level Objectives

Upon successful completion of this course, students will be able to:

1. Analyze research to develop realistic communications goals for the client
2. Develop a comprehensive and thoughtful communication plan using knowledge acquired throughout the master's program
3. Identify and apply best practices of user experience design
4. Design a fully functioning website and strategic campaign materials that meet client needs
5. Demonstrate teamwork skills
6. Deliver a professional pitch to the client
7. Convince the client that your team's communication campaign is the best fit for the client's needs

Textbooks & Materials

Required Course Textbook(s):
No textbook is required for this course. Relevant articles will be provided throughout the semester. All reading assignments will be listed in the Canvas modules.

Minimum Technology Requirements & Computer Skills

COMPUTER REQUIREMENTS

Basic Computer Specifications for Canvas
- [Specifications](#)
- Reliable Web Browser: Login to Canvas and make sure your Internet browser is compatible.

Peripherals
- A backup option should be available to minimize any loss of work such as an external hard drive, a USB drive, cloud storage, etc.

Hardware
- Dependable computer.
- Computer speakers.
- Headset with microphone.
- Webcam.

Software
- [Microsoft Office 365](#).

- UF Apps – access UF software applications from any device from any location, at any time.
- Canvas Mobile App: Download instructions for iOS device or Android device.
- Adobe Reader
- https://ufl.zoom.us/
- Web Design Students – Adobe Creative Cloud Access and Text Editor for Coding

Internet Connection
- Recommended: Broadband Internet connection with a speed of 4 Mbps or higher.
- To function properly, Canvas requires a high-speed Internet connection (cable modem, DSL, satellite broadband, T1, etc.). The minimum Internet connection speed to access Canvas is a consistent 1.5 Mbps (megabits per second) or higher.
- Check your Internet speed here.

Subscriptions, Plug-Ins, and Other Tools
- Adobe Flash Player (Good until the Microsoft update December 31, 2020.)
- JAVA

MINIMUM COMPUTER AND DIGITAL INFORMATION LITERACY SKILLS REQUIREMENTS

The general and course-specific computer and digital information literacy skills you must have to succeed in the course include, but are not limited to, the following:
- Accessing the Internet.
- Using Canvas.
- Using email with attachments.
- Creating and submitting files in processing program such as Microsoft Office Tools.
- Copying and pasting functions.
- Downloading and installing software.
- Using presentation, graphics, and other programs.
- Web Design students – coding using a text editor.
- Searching the University of Florida library and websites.

Technical Support

In the event that you have technical difficulties with your course, please contact the UF Computing Help Desk either by filling out an online request form or calling 352-392-4357 - select option 1. The Help Desk is located on the ground floor of the Hub on the UF campus.

If your technical difficulties caused you to miss a due date, you MUST report the problem to the Help Desk and then email your instructor. Include the ticket number that you are given from the Help Desk in an email to the instructor to explain the late assignment/quiz/test.

IT Support
For all Technical assistance questions please contact the UF Computing Help Desk:
Phone: 352-392-HELP (4357) Email: helpdesk@ufl.edu

Please Note

Your instructor is not able to handle technology issues or answer questions related to computer issues. If a problem of this nature arises that causes you to miss an assignment, you must provide your Help Desk ticket number to the instructor in order to receive an extension.

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Course Grading Policies
Grading Criterion, Late Assignment Policy, and Expectations for Assignments

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GRADING CRITERION

Call Reports & Team Participation (10 %)

There will be several call reports required during the semester. These call reports serve as a way to measure group work and project progress. The call reports will require you to list the upcoming projects your team is working along, what resources are required, how work will be divided, and pertinent due dates. The document can be the same for all members of the team. To view the grading criteria rubric for the call reports in the courseroom, click the Settings icon (the 3 dots on the top-right corner) and select the *Show Rubric* button. In addition to call reports, students will submit additional team participation documents including the team name and logo as well as the team information and contract forms.

Team Projects (85%)

You will be required to participate in and complete eight group projects that will involve collaborating with your peers to produce strategic, professional, and high-quality client-centric projects. These projects offer you the opportunity to practice virtual collaboration skills that are applicable to the 21st Century global workforce. The projects will build upon each other and culminate in a final presentation and campaign book. Each project is designed to test the students' ability to apply skills learned in previous classes to help a real-world client communication problem. All project work should be professional, original, detailed and submitted on time. All project rubrics are located on each individual assignment page in Canvas. Every project requires students to submit peer evaluations of their group project members. These evaluation scores will be calculated to determine team participation points for each project. It is important to pay attention to each project's instructions and rubrics to determine how the projects will be graded. Group work can be challenging; however, it is a reality in nearly every employment setting. Learning to be a collaborative and supportive team member that can resolve conflicts in an appropriate manner is an important part of the skills you will develop and/or enhance through your education at CJC Online Graduate programs.

Team Projects include:
- Project 1: Situation Analysis
- Project 2: Logo Design Proposal & Brand Manifesto
- Project 3: Creative Brief/Branding Guide
- Project 4: Website Wireframes & Mockups
- Project 5: Campaign Strategy & Design Pieces
- Project 6: Website Rough Draft
- Project 8: Final Website
- Project 9: Campaign Document & Presentation

Project 7: Usability & User Experience Testing (5%)

The purpose of the usability and user experience testing assignment is to help you critically think about the user experience and communication best practices. Each student will critically evaluate another team's website assignment and provide detailed and substantiated feedback to help the team improve the website experience for future users.

Your grade will be calculated based on the following:

Assignments/Assessments	Points	Weight (%)
Course Orientation: These assignments are required; however, they not count towards the final grade. • Team Matching Form	0	0%
Call Reports & Team Participation: • Call Reports (4 Call Reports worth up to 25 Points Each) • Team Name and Logo (worth up to 25 Points) • Team Information and Contract Forms (worth up to 25 Points)	150	10%
Team Projects: • Project 1: Situation Analysis (worth up to 75 Points) • Project 2: Logo Design Proposal & Brand Manifesto (worth up to 75 Points) • Project 3: Creative Brief/Branding Guide (worth up to 75 Points) • Project 4: Website Wireframes & Mockups (worth up to 75 Points) • Project 5: Campaign Strategy & Design Pieces (worth up to 150 Points) • Project 6: Website Rough Draft (worth up to 225 Points) • Project 8: Final Website (worth up to 300 Points) • Project 9: Campaign Document & Presentation (worth up to 300 Points)	1,275	85%
Project 7: Usability & User Experience Testing • Worth up to 75 Points	75	5%
TOTAL	**1,500**	**100%**

Grade	Percentage
A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%
B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
E	0 – 59.4%

The only passing grades for graduate students are A, A-, B+, B, B-, C+, C, and S. Grades of B-, C+ or C count toward a graduate degree if an equal number of credits in courses numbered 5000 or higher have been earned with grades of B+, A- and A, respectively. Grade points are not given for S and U grades; S and U grades are not used to calculate grade point averages. All letter-graded courses eligible to count toward the graduate degree, except 1000- and 2000-level courses, are used to calculate the cumulative grade-point average.

Letter grades of C-, D+, D, D- or E are not considered passing at the graduate level, although the grade points associated with these letter grades are included in grade point average calculations. See the UF grading policy for more information.

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LATE ASSIGNMENT POLICY

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Late assignments will not be accepted unless it is a University excused absence as stated in the attendance policies. ***No late work will be accepted for final projects or work due in the final week of class due to the university grading deadlines.*** If a potential issue arises concerning submitting final work, students should contact their instructors before deadlines to discuss the possibility of an Incomplete Grade Contract.

1. Late Assignment Grade Reductions
   a. 0-24 Hours Late: 10% reduction in grade.
   b. Over 24 Hours (24 hours and 1 minute) to 7 Calendar Days Late: 20% reduction in grade.
   c. After the 7th Calendar Day: Work will not be accepted.

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EXPECTATIONS FOR ASSIGNMENTS

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- **Missed Live Lectures**
  In courses where there are live weekly or bi-weekly lectures, a recording of the lecture will be provided if you cannot attend. You will be responsible to "make-up" the missed lecture by viewing the recorded lecture.

- **Course Evaluation**
  Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

- **Teamwork**
  At the beginning of the semester, students will submit a team matching form. The instructor will then divide students into balanced teams who will work together throughout the semester to complete all projects and develop a comprehensive communications campaign for the client.

  Team Overview:
  All group members are expected to be respectful and considerate of others. Each team member is expected to contribute to every project during the semester. Figure out the strengths of each member and plan your task delegation accordingly. If there are major issues, let the instructor know as soon as the issue arises.

  Process for Removing a Non-Productive Team Member:
  The following procedure is only to be utilized in extreme situations. If you are considering removing a team member, you must first speak with the instructor about the issue. The instructor will then act as group mediator to help the team members resolve the issue in a professional manner. If there is absolutely no way to rectify the situation, then the team members would complete the procedure below.

  A non-productive team member is defined as a member of the team who does not contribute to projects and/or fails to communicate with team members on a regular basis. In order to document issues, teams are encouraged

to keep note logs of issues and explain any problems on the project peer evaluation forms. The instructor should be made aware of any concerns as early as possible in case intervention is needed.

A member on any team may be removed from the team either:
- by unanimous vote of the team, OR
- at the discretion of the instructor

A vote by the team must occur at least one week before the official university course drop date and be reported in writing to the instructor and the affected student. The affected student must then either:
- find another student group to accept him or her, OR
- complete the project on their own, OR
- remove themselves from the course

Team Contract:
All students must complete a team contract with fellow members of their assigned team. The contract is designed to be a binding agreement of how the team plans to communicate and treat each other during the semester. The contract will be housed in Canvas. All team members are expected to sign the document once terms are agreed upon.

Team Peer Evaluations:
Every project requires students to submit peer evaluations of their group project members. These evaluation scores will be calculated to determine team participation points for each project. It is important to pay attention to each project's instructions and rubrics to determine how the projects will be graded.

Accessibility Policy

Students requiring reasonable access to services and resources required by the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, and other applicable federal and state regulations, please access UF Accessibility for all options available to you. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Please register early!

Contact Information
- For ADA questions: Dr. Russ Froman, rfroman@ufl.edu , Phone: 352 - 273-1094
- Disability Resource Center: Gerry Altamirano, galtamirano@ufl.edu , Phone: 352 - 392-8565
- Electronic Information Technology & Communication Accessibility: Anne Allen, alallen@ufl.edu , Phone: 352- 871-2707
- For persons with hearing or speech related accessibility needs: When trying to access an office on campus that does not list a TDD/TTY number, contact the Florida Relay Service at 800-955-8771(TDD) or 711 (V/TDD).

Accessibility Resource Center
University of Florida
PO Box 114085
Gainesville, FL 32611-4085
Phone: 352-392-8565
Email: accessuf@dso.ufl.edu

Address
Environmental Health and Safety Administrative Offices
916 Newell Dr
Gainesville, FL 32603

For more information, see UF's [Electronic Information Technology Accessibility (EITA) Policy](#).

Communication Policy

EXPECTATIONS FOR STUDENTS

Announcements
You are responsible for reading all announcements posted in the courseroom each time you log in.

Email
You are responsible for reading all your course email and responding in a timely manner (within 24 hours).

Video Conferencing
You are responsible for attending course video conferencing meetings. If you cannot attend the video conferencing meeting, please advise the instructor and/or your team at least 24 hours in advance (exceptions can be made for legitimate emergencies). You are expected to demonstrate netiquette and etiquette communication expectations.

Course-Related Questions
Please email the instructor with course-related questions. Client-specific questions can be sent directly to the client. The client contact information will be provided during the first week of the semester.

INSTRUCTOR'S PLAN FOR CLASSROOM RESPONSE TIME AND FEEDBACK

Email Policy
Except for weekends, holidays, and University breaks, the instructor will typically respond to emails within 48 hours. If you have questions of a personal nature, please email the instructor.

Assignment Feedback Policy
The instructor will provide feedback on submitted assignments within one week of the submission date. Some assignments may require a longer review period, which the instructor will communicate to you.

Course-Related Questions Policy
Except weekends and holidays, the instructor will generally answer questions within 48 hours.

Video Conferencing
The instructor will provide any information on required video conferencing within the courseroom.

Electronic Communication Policy
In addition to the University's policy, please consider the following:
- Privacy, confidentiality, and security in all electronic communications. See [Information Security](#).
- All electronic communication resources must be used for the course and in alignment with to the CJC Online and University mission. See the [Acceptable Use Policy](#).
- Prohibited use of false identity, false identity pseudonyms, or anonymous (sender's name or electronic

identification is hidden).
- Prohibited online access without consent.
- Prohibited disruption of services including introducing computer contaminants (viruses).
- Prohibited harassment of any kind.

Please see UF's Information Technology policies for additional information.

Select CJC and University Policies and Guidelines

Academic Integrity Policy
UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code." The Student Honor Code, Violation of the Student Honor Code, specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to the appropriate personnel. If you have any questions or concerns, please consult with the instructor or TA's in this class.

Netiquette
Casual style of communication is commonly found in the online environment and students are sometimes tempted to relax their grammar, word choice, syntax (arrangement of words to create well-formed sentences), writing mechanics (capitalization, punctuation, and spelling), and/or professionalism. Keep in mind when communicating with others to be courteous, civil, respectful, and professional. Please remember that you are adult students and professionals—your communication must be appropriate.

Online Attendance Policy
Since the course is online, you should access your course at least four times per week to ensure you do not miss pertinent postings, messages, or announcements. It is imperative that you meet course deadlines and stay active in discussion boards, group projects, etc. If you are experiencing a major illness, absences due to University duties, or other large-scale issues, contact the instructor immediately.

Students are responsible for meeting all academic objectives as defined by the instructor. In general, acceptable reasons for absences include illness, serious family emergencies, special curricular requirements, military obligation, severe weather conditions, religious holidays, and participation in official University activities. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Excused absences must be consistent with university policies in the Graduate Catalog and require appropriate documentation. For additional information, see the attendance policies.

Plagiarism
Plagiarism is unacceptable; especially, in the academic communities. All academic work must be an original work of your own thought, research, or self-expression. Plagiarism includes, but is not limited to, prohibited collaboration, consultation, submission of academic work that has been purchased or obtained (see the UF Policy: Student Conduct Violation). Remember that plagiarism is not acceptable in any of your work including all discussion board posts, journal entries, wikis, and other written and oral presentation assignments. Always cite your sources!

Software Use
All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as

appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Notification to Students of FERPA Rights

There are federal laws (FERPA) protecting your privacy with regards to grades earned in courses and on individual assignments.

Video Conferencing Etiquette

Video conferencing is an excellent tool to interface with your peers and instructor(s) and there are also netiquette expectations to ensure that all participants are respected and treated with civility. Please make sure that you follow all of the netiquette and etiquette expectations including the following:

1. Be punctual and courteous.
2. Position your camera at eye level with good lighting.
3. Show respect and professionalism by dressing business casual or business professional.
4. Make sure your background is in a proper setting with minimal distractions.
5. Mute your microphone when you are not speaking.

Writing Style

In order to meet the academic rigor and standards of a graduate program, all students are required to use the Publication Manual of the American Psychological Association (APA) 7th Edition style in their courses. The APA 7th Edition Manual has a plethora of guidelines that includes scholarly writing, publishing principles, elements and format for your papers, writing style and grammar, bias-free language guidelines, mechanics of style, intext citing and references, etc. For additional information on notable changes, see changes between APA 6th Edition and APA 7th Edition.

Academic and Student Resources

Academic Resources

- One UF Student Portal – Course registration, final grades, transcript requests, degree audit.

- GatorEvals – Online faculty evaluations and results.

- UF Bookstore: Phone: 352-392-0194, Email: ufbookstore@bsd.ufl.edu

- Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.
  UF Library Services for Distance Students
  Ask a Librarian – chat with librarians online.
  CJC Librarian - April Hines, Phone: 352-273-2728, Email: aprhine@uflib.ufl.edu.
  Course Reserves: Electronic resource reserve items that can be accessed via links or files.

- Copyright Concerns of Graduate Researchers: Information and resource guide on copyright concerns.

- Teaching Center: General study skills and tutoring. Broward Hall, Phone: 352-392-2010 or 352-392-6420.

- Writing Studio: Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, Phone: 352-846-1138.

- **Online Student Complaints**: This process is designed to make every attempt to resolve student complaints within its academic and administrative departments at the program level.

- **Information for Veterans**: Veterans Affairs Certification: Phone: 352 - 294-2948

Student Resources

- **Graduate Student Resources**: Available resources for graduate students. Your advisors are here to support you, answer questions, help with registration, and other sources. Email onlineadvising@jou.ufl.edu.

- **U Matter, We Care**: If you or a friend is in distress, please contact umatter@ufl.edu or Phone: 352-294-2273 so that a team member can reach out.

- **Counseling and Wellness Center**: 3190 Radio Road, Gainesville, FL 32611
  Phone: (352) 392-1575, Fax: (352) 273-4738

- **Sexual Violence Response**: Victim services, Care Area, UF Police Department, and Title IX.

- **University Police Department**: Resources available include the Office of Victim Services and Community Services Division. Emergency: 9-1-1; Non-Emergency: 352-392-1111.

- **Gator Connect**: Online database of student organizations.

- **Career Connection Center**: Career assistance and counseling. Reitz Union, Phone: 352-392-1601.

- **Veteran Services**: Office of Student Veteran Services, Phone: 352-294-2948, email: vacounselor@ufl.edu. |Collegiate Veterans Success Center, Phone: 352- 294-7215, email: charlotte.kemper@va.gov.

- **Student Financial Affairs:** Financial aid counseling including Aid-a-Gator program. Phone: 352-392-1275.

- **Student Success Coach**: Meet with a graduate student coach that can support you in numerous ways during your time in graduate school, such as time and stress management, motivation, organization, and much more.

The instructor reserves the right to adjust this syllabus, as necessary.