

INTERACTIVE MEDIA – SYLLABUS

Spring semester 2016

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Virtual Office Hours by appointment via Skype

COURSE DESCRIPTION

The increasing complexity and specialization of media has created a need for new talent that understands and can use sophisticated online technologies. On the other side, media organizations rarely provide time or money for existing employees to learn new skills.

This course will enable students to become fearless learners of new technologies in today's knowledge economy, and teach them to be comfortable working in contemporary multimedia organizations.

This course will introduce students to the terminology and tools used in multimedia environments, and will allow students to actively use the new skills in a series of discussions and labs.

At the conclusion of the course, students should be able to:

- Describe how the web and social media works and use relevant terminology correctly.
- Complete basic online content creation activities using standard services and software common in the media professions.
- Use Social Media technologies for streamlined workflow and accelerated development of knowledge networks.
- Create, compress, transfer and link appropriately to files in a variety of formats, including photos, audio, and video.
- Take an active role in learning and discovery.

Learning will take place in a 100% online environment. Online lectures will be a mix of readings, discussions, and exercises. All lectures, office hours and other materials will be available exclusively online.

COURSE OUTLINE

Modules will be released weekly, including discussions or assignments within the appropriate learning modules:

0. Course Handbook/Practice Discussion: Course Introductions
1. Social Media/Discussion 1: Social Media
2. Blogging/Lab 1: Blog
3. Social Media Newsgathering/ Discussion 2: Blog Posts Ideas
4. Aggregation/Lab 4: Storify
5. Photos & Instagram/Lab 2: Instagram
6. Twitter & Hootsuite/Lab 3: Live Tweeting
7. Social Networking & Facebook/Discussion 3: The Best Facebook Post/Lab 6: Map Your Social Network;
8. Video/Lab 7: Youtube Interview
9. Audio/ Lab 8: SoundCloud
10. Soundslides/ Lab 9: Audio Soundslide
11. Online Advertising/ Discussion 4: Online Advertising
12. Future/ Final Blog Review

GRADING

The course consists of 12 modules, each on a different topic. Each module contains some combination of discussions and assignments, all of which must be completed by the due date for the entire module. In lieu of a final exam, you will submit a link to your blog during the last week of class, showing all of your work for the semester.

Discussion	20 points each, 4 in all, will drop the lowest	60 points
Assignment	50 points each, 9 in all, will drop the lowest	400 points
Final Blog Grade	140 points	140 points

TOTAL POINTS: 600

UF grading policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Make-up work: I will drop the lowest assignment and discussion.

CRITICAL DATES

Module	Released at 5 PM	Assignments due by 11:55 PM	List of Assignments
Course Handbook	1/3/2016	-	Practice Discussion: Course Introductions
Social Media	1/19/2016	1/25/2016	Discussion 1: Social Media
Blogging	1/25/2016	2/1/2016	Lab 1: Blog
Social Media Newsgathering	2/1/2016	2/8/2016	Discussion 2: Blog Posts Ideas
Aggregation	2/8/2016	2/15/2016	Lab 2: Storify
Photos & Instagram	2/15/2016	2/22/2016	Lab 3: Instagram
Twitter & Hootsuite	2/22/2016	3/7/2016	Lab 4: Live Tweeting
Social Networking & Facebook	3/7/2016	3/14/2016	Discussion 3: The Best Facebook Post/Lab 6: Map Your Social Network;
Online Video	3/14/2016	3/21/2016	Lab 7: Youtube Interview
Audio	3/21/2016	3/28/2016	Lab 8: SoundCloud
Soundslides	3/28/2016	4/11/2016	Lab 9: Audio Soundslide
Online Advertising	4/4/2016	4/18/2016	Discussion 4: Online Advertising
Future	4/11/2016	4/25/2016	Final Blog Review

THE HONOR CODE

By enrolling in this course student agree to follow the UF Honor Code:

We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information, please see the Student Honor Code.

<http://www.dso.ufl.edu/judicial/honorcode.php>