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

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