INTERACTIVE MEDIA – SYLLABUS

Fall 2016

Mato Brautovic, Ph.D.
Adjunct Professor
College of Journalism and Communication
University of Florida
mbrautovic@ufl.edu

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:

- Course Handbook

- Social Media

- Blogging

- Social Media Newsgathering

- Aggregation & Curation

- Photos & Instagram

- Twitter & Hootsuite

- Social Networking & Facebook

- Video

- Audio

- Virtual Reality

- Messaging Apps

GRADING

The course consists of 121modules, 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	350 points
Final Blog Grade	190 points	190 points
TOTAL POINTS:		**600 points**

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	8/22/2016	-	Practice Discussion: Course Introductions
Module 1	8/29/2016	9/6/2016	Discussion 1: Social Media
Module 2	9/6/2016	9/12/2016	Lab 1: Blog
Module 3	9/12/2016	9/19/2016	Discussion 2: Blog Posts Ideas
Module 4	9/19/2016	9/26/2016	Lab 2: Storify
Module 5	9/26/2016	10/3/2016	Lab 3: Instagram
Module 6	10/3/2016	10/17/2016	Lab 4: Live Tweeting
Module 7	10/17/2016	10/24/2016	Discussion 3: The Best Facebook Post/Lab 5: Map Your Social Network;
Module 8	10/24/2016	10/31/2016	Lab 6: Youtube Interview
Module 9	10/31/2016	11/7/2016	Lab 7: SoundCloud
Module 10	11/7/2016	11/14/2016	Lab 8: VR - 360 photo
Module 11	11/14/2016	11/21/2016	Discussion 4: Messaging Apps
	11/14/2016	12/5/2016	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