

MMC 3260 : Syllabus

Online Fall 2017

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Note: a syllabus for printing is available, but be aware that this syllabus may change, based on new material, hurricanes changing due dates, or other unforeseen circumstances. In any case where the printed syllabus and the version on Canvas are different, the online version is **always** the correct one.

Course overview

This course focuses on the past, present and future of the Internet. The course surveys key issues in the use of today's Internet and reviews a basic set of digital skills you will need to pursue a career in today's media markets. Over the course of the semester you'll learn about a variety of digital tools and skills to make your digital life better, and you'll use those skills to create a project that is relevant to your digital future.

The course is planned as a foundation course. As such, no knowledge of Internet structure, web coding, or other tech skills is assumed or required.

Course objectives

Given the description above, "success" in this course means that by the end of the semester you should be able to:

1. Learn the history and structure of the Internet and the World Wide Web.
2. Understand the different elements of important cultural, economic and political issues surrounding the use of the Internet today.
3. Understand the issues surrounding digital identity and complete steps to build a positive online brand.
4. Identify and use important tools for Internet security and privacy.
5. Understand the basic options for planning, building and setting up a quality website for your business or personal portfolio.
6. Learn to "think multimedia": Understand the differences between creating content for multimedia platforms and creating content for traditional media.
7. Build your skills in project planning, research, presentation, and entrepreneurship, and improve your ability to learn and plan long-term work independently and in teams.

Class meetings

This course is taught completely online, using tools available here in eLearning and a few outside tools relevant to this course. Online courses are different, and some different skills are needed to do well. All students should read the page on succeeding in an online course.

Although there will be no traditional class meetings, the instructors will schedule office hours and other course meetings to allow us to get together as a group. Some of these events will happen live; other course events will take place on the main UF campus in Gainesville, but those events will be streamed and recorded for those taking the course in other locations.

Preparing for assignments

Although this course is designed as a foundation course and the information provided is not difficult, there will be a lot of work in this course. You should plan for the following in your schedule:

1. Time to watch video lectures and do readings: about 2-3 hours per week, more if you stop to take notes.
2. Time to study for and complete the quiz or discussion on module material: about 1 hour a week.
3. Time to complete assignments or discussions: about 1 hour a week.
4. Time to work on your semester project: 1 to 2 hours per week.
5. Time to meet with team members or attend office hours: about 1/2 to 1 hour per week.

Research shows that the most successful students in online classes make consistent time in the schedule to work on their course. In other words, it helps to treat the class like any of your other classes and schedule in specific times and days you will always work on the course.

Weekly schedule

There will be work to be turned in every week. With minor exceptions, this will follow a general pattern of being due (that means completely finished!) on Sunday by 11:59 p.m. You can think of the "class week" as beginning on a Monday and ending on a Sunday.

The modules of the course will usually be released on a weekly basis, with modules available 1-2 weeks in advance of due dates if you want to get ahead.

A semester planning calendar is available ([Links to an external site.](#))[Links to an external site.](#) for your reference. Please note that this calendar is firm but dates may change due to unforeseen circumstances (ex. hurricanes). The important dates from the semester planning calendar will

be added to the calendar in this course.

Students should utilize time management skills when completing assignments, particularly when dealing with other concerns present in daily life (jobs, children, other commitments, etc.). Students are strongly encouraged to work ahead of schedule to avoid missed deadlines, particularly in the case of final assignments.

Readings

There is no printed textbook for this course. You will be required to read a significant amount of readings from online sources, however.

Lectures

In addition to readings, almost all of the modules in this course will require you to watch some form of video instruction, primarily from the lynda.com ([Links to an external site.](#))[Links to an external site.](#) website. (If you aren't familiar with lynda.com, it provides online course training in hundreds of different subjects. The University of Florida has bought a site license with lynda.com, so as a UF student you get access to every course on lynda.com for free. It's a great deal!)

Because you will be watching so much video, please be sure your computer is powerful enough to display the courses without problems. If you aren't sure about this, there is a page that defines the computer requirements for all University of Florida students ([Links to an external site.](#))[Links to an external site.](#)

Assignments

Grading will be based on a collection of course elements worth a total of 600 points.

Here are the major graded elements that you will complete for this course:

1. Module quizzes : 110 pts. : ~18% of total

For almost every module in this course there will be a small quiz to test your knowledge of the material. Each quiz will be worth 10 points. There will be 12 quizzes total, and the lowest score will be dropped.

2. Semester team project : 240 pts. : 40% of total

Taken together, the different elements of your semester project count for the largest part of your course grade.

Initial project pitch (20pts)

Project proposal and group contract (30pts)
Completed project (100pts)
Project presentation or event (50pts)
Project peer reviews and critique (40pts)

3. Module discussions : 70 pts : ~12% of total

There are five discussions during the semester. The first discussion is worth 10 points, the last four are worth 20 points. The lowest discussion score will be dropped.

4. Assignments : 60 pts : 10% of total

There will be three assignments during the semester. Each of these will be an "audit" of a specific new media skill. More details about each of these assignments will be described with each assignment during the semester.

5. Final quiz and discussion : 50 pts : ~ 8% of total

During finals week you will take a final quiz (worth 30 pts) consisting of quiz questions you have seen in quizzes during the semester. You will also post a final discussion (worth 20pts) that will cover material you have learned throughout the semester.

6. Participation : 60 pts : 10% of total

Participation is crucial to an online course. More details about the participation part of your grade are described below.

Deadlines

Most assignments will be due before 11:59pm on a Sunday evening; the Canvas course calendar contains the exact due dates for all assignments.

Quizzes will be accepted up to one full day after the due date, with a two-point deduction for lateness.

Assignments turned in late will be assessed a full letter grade deduction for each full business day (M-F, excluding holidays) they are late. Assignments will not be accepted after two days beyond the due date.

Extra credit

There will be a small number of extra credit opportunities available in the course. These will be announced clearly in assignment descriptions and/or course announcements.

One source of extra credit will be in course participation, as outlined below. In particular, exemplary help given by one student or group to provide support or ideas for semester projects of other students or groups, will be considered for extra credit.

Other than these options, students should not expect or request extra credit.

Participation

Note that active participation in the course is included in your grade.

Grading

As described above, there are 600 total points in the course.

Here is the grading scale used to determine final grades for work submitted:

A	564-600	A-	540-563		
B+	522-539	B	504-521	B-	480-503
C+	462-479	C	444-461	C-	420-443
D+	402-419	D	384-401	D-	360-383
E	360 or below				

All grades are final unless questions about grades are addressed in writing within one week.

For more information on how grades are calculated, there is a useful page on grades and grading in the University of Florida Undergrad Catalog.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu> Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>

UF and Course Policies

Your future employers will expect professional behavior in your conduct and your work; your instructors and the University of Florida expect the same from you as students in this course. This page details the guidelines and requirements for these expectations.

Professionalism

Students are expected to maintain the appropriate level of professionalism, cooperation, and language in all aspects of this course including, but not limited to, weekly posts and responses

to said posts, written assignments, presentations, and interactions with the instructor and colleagues.

Professionalism extends to online activities and interactions. All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. For more about UF's guidelines for professionalism in online classes, see the Success in Online Courses page.

Academic honesty

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at:
<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The 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."
All work completed for this course must respect the intellectual property of others. When using somebody else's copyrighted material, whether words, images, media, or ideas, proper credit must be given. If direct quotations are used, they must be enclosed in quotation marks and properly cited. If copyrighted material is used indirectly, it must still be properly cited! If in doubt, include a citation. If you have any questions at all, ask your instructor before the project is submitted. Ignorance of what constitutes plagiarism is not an excuse!

Please note that the rules on plagiarism apply to online sources, images, and all online content. For more on the challenges of working with online content and citing it properly, see below. If you have any questions, it's always best to check with your t.a. or instructor first.

If you are aware of academic dishonesty, please notify the instructor or contact the Student

Honor Court (392-1631) or Cheating Hotline (392- 6999).

University policy on accommodating students with disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office <http://www.dso.ufl.edu/drc/>

The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams.

Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

Activities

The University of Florida maintains several resources at the Dean of Students Office website to allow you to understand the requirements for what is expected of you as a student.

One of those resources is an excellent Academic Integrity module to help you understand situations that would be in violation of the Student Honor Code. Your prof highly recommends that you take the time to complete this module.

Another good resource is the presentation on "Avoiding Plagiarism". It discusses the rules and guidelines around plagiarism and how to cite. Your instructors recommend that you take half an hour at the beginning of the semester to watch the video.

Contacting your professor

Here are the best ways to contact me, in order of preference:

Course chat (here on the course website)

Twitter : @gritz99

If you're a person who uses Twitter, I check my Twitter account several times a day, so if you have a question you can put into 140 characters, sending a tweet may be your best way to get a quick answer.

Office hours / video chat

Meeting with me during office hours or by appointment is the best way to meet with me if you're stuck on your project or have a more involved question. I can meet with you on campus if you're at UF, or by video chat if you are taking the course remotely (or just don't want to leave home.) If you schedule an appointment with me a day in advance you're much more likely to find me available, but check with me through any of these other methods and I may be able to jump on a quick video chat with you - I prefer this to email.

Email : gritz@ufl.edu

I filter my email messages to stay sane, so please make sure you put "MMC3260" in the subject line of your message so it gets filtered to the right place. If you forget to do this, I may not see your message. Please make sure that you're clear in your email.

Also, you should be aware that at peak times during the semester I sometimes turn off email for several hours in order to get work done. Please don't be offended; I'm not ignoring you. If you haven't heard a response from me in 48 hours, come see me in office hours or contact me online using one of the other forms above. I do want to meet with you / answer your questions!

Optional Resources

Special Notes Concerning Plagiarism on the Web

Stealing another person's content is painfully easy on the web. Whatever you do online outside of class is your own business, but when it comes to turning in work for this class, we expect you to credit anything you get from somebody else.

If you get an image or clip art from another website, you must have permission and give credit. If you get audio or video from another website, you must give credit. Over the course of this semester, you'll likely find many websites that provide tutorials on how to design websites, or tutorials on how to do something cool on your website. Even if you borrow code from another website, you must still provide credit.

Just because it is easy to steal somebody's content doesn't mean it is ethical. Internet behavior is dictated more by developing cultural norms than by law. You can right click on any image or multimedia and click "Save Target As" to download that image. You can also right click on any webpage and click "View Source Code" to get the HTML code for that page. The web was built (and is still being built) through a culture of collaboration and open sourcing. Many people even want you to use their code and templates in your own websites. But most of them also expect credit to be given where credit is due. We will be discussing ethical issues like this later in the semester, but if you have any doubt, ask me.

How to Give Credit to Others on the Web

Designing websites is not like writing an academic paper: there are far fewer rules, and you have much more freedom in how you present your content. Many students have asked over the years how to give credit on their websites. While there's no right answer or best answer, below are some of the ways students give credit to others whenever they borrow or reference their work:

- Provide a simple text link back to the website.
- Leave a comment in your HTML or CSS code acknowledging where the code came from (you will be shown how to do this).
- Include a reference page on your website that lists where everything came from.
- Include a reference section at the bottom on every single webpage, perhaps in smaller print, telling people where your information comes from.

There are likely many more ways to give credit to others.