INTERACTIVE MEDIA – SYLLABUS

Summer 2018

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 and other 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 & Fake news

• Aggregation & Curation

• Photos & Instagram

• Twitter

• Social Networking & Facebook

• Video

• Audio

• Virtual Reality

• Messaging Apps & Snapchat

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, 8 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	Week
Course Handbook	5/14/2018	-	Practice Discussion: Course Introductions	1
Module 1	5/14/2018	5/21/2018	Discussion 1: Social Media	1
Module 2	5/21/2018	5/29/2018	Lab 1: Blog/Blogging Schedule	2
Module 3	5/29/2018	6/4/2018	Discussion 2: Fake news/Blogging Schedule	3
Module 4	6/4/2018	6/11/2018	Lab 2: Curation/Blogging Schedule	4
Module 5	6/11/2018	6/18/2018	Lab 3: Instagram/Blogging Schedule	5
Module 6	6/18/2018	7/9/2018	Lab 4: Live Tweeting/Blogging Schedule	6, 7 & 8
Module 7	7/2/2018	7/9/2018	Discussion 3: The Best Facebook Post/Blogging Schedule	8

Module 8	7/9/2018	7/16/2017	Lab 5: Youtube Interview/Blogging Schedule	9
Module 9	7/16/2017	7/23/2017	Lab 6: Audioboom/Blogging Schedule	10
Module 10	7/23/2017	7/30/2017	Lab 7: VR - 360 photo/Blogging Schedule	11
Module 11	7/23/2017	8/6/2017	Discussion 4: Messaging Apps/Blogging Schedule/Lab 8: Snapchat	11 & 12
	7/23/2017	8/8/2017	Final Blog Review	11, 12 & 13

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

Students with Disabilities

If you are a student with a disability and would like to request disability-related accommodations, you are encouraged to contact the Disability Resource Center as early in the semester as possible. The Disability Resource Center is located in 001 Building 0020 (Reid Hall). Their phone number is 392-8565.

Once you have a Letter of Accommodation, please make an appointment with me (by sending an e-mail through the E-Learning Mail system) so that we can go over the letter and discuss your accommodations in the course.

Online 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.