

# Communication on the Internet

MMC 3260 | Spring 2019 | Class number: 18384 section: 2D89 (Hybrid course)

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Class times: T   Period 6 (12:50 PM - 1:40 PM) <a href="#">CSE E119</a> R   Period 6 (12:50 PM - 1:40 PM) <a href="#">FAB 0105</a>	

**Note:** there is more detail about all of the sections in this syllabus in the course site on Canvas. Please be sure to review all of that material as you prepare for the course; the first quiz will include material from the Canvas course pages, not just this syllabus.

## Course description

This course reviews a foundation 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 projects that are relevant to your digital future.

This course is structured as a hybrid learning course. This means that although we will be meeting in a classroom twice a week, the majority of your work will be completed in UF's online course system, Canvas. You need to clear enough time in your schedule to watch the course videos and take the quizzes if you want to do well in this course. You also need to come prepared to the lab sessions ready to work on your projects.

## Course objectives

The course includes the following objectives:

1. Learn the history and structure of the Internet and the World Wide Web.
2. Understand the basic options for planning, setting up, and building a quality website for a business, personal portfolio, or interactive project.
3. Understand the structure of modern content management systems and how to use them effectively as a media professional.
4. Explore different aspects of important cultural, economic and political issues surrounding the use of the Internet today, in particular, trends shaping the future of the Internet and how we will use it.
5. Learn to "think multimedia": Understand the differences between creating content for multimedia platforms and creating content for traditional media.

6. 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.

## Readings and course materials

### Textbooks

There is no printed textbook for the course, but you will be reading material from the Web for each module. You will find that there are more pages to read in Canvas for this course than you may be used to in other courses; think of these Canvas pages as the textbook for the course.

### Course videos

In addition to readings, almost all of the modules in this course will require you to watch some form of video instruction, created by the instructors or selected from experts on that topic. 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, review the computer requirements for all College of Journalism and Communications students here:

<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/equipment/>

Grading will be based a collection of course elements worth a total of 500 points. More details about each graded element below grade are described in Canvas page in the course site.

## Assignments

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

### *1. Quizzes : 180 pts.*

For almost every learning module in this course there will be a one or two small quizzes to test your knowledge of the material. Most quizzes will be worth 10 points, but some may be worth 15-20 points. Your lowest quiz score will be dropped from your grade.

### *2. Exams: 80 points*

There will be two exams during the semester. Each exam will be in the same format as the quizzes, with some additional long-answer questions. There is no final exam for the course.

### *3. Team project : 150 pts.*

Working in teams, you will complete a website project, setting up hosting and working with the professional version of the WordPress content management platform. The project will build your skill in planning and creating effective media projects for online platforms.

### *4. Assignments : 50 pts.*

Among other assignments, you will learn about creating pages for the Web and complete a small website assignment project in HTML and CSS. No coding experience is expected, and you will have access to a set of coding tools to make your coding easier.

### *6. Attendance and Participation : 40 pts*

This part of your grade that evaluates your level of involvement and contribution to the course. Part of your participation is evaluated on class discussions about course-related issues and current events. Other elements include your preparedness and ability to work well in teams.

Attendance will be taken in both lecture and lab meetings of the course. Lateness and absences from lecture or lab will result in a lower grade for the class:

- For each lab meeting you do not attend at all: -4 points
- For each lecture class meeting you do not attend at all: -2 points

Because we only meet for two hours every week, all of the material in those hours is important to your success in this course. Research shows that mobile devices have a negative effect on learning and remembering class material, and for this reason mobile devices should be turned off and placed out of sight during class. Laptops are allowed for taking notes, or doing work on projects during lab. Here is the basic guideline: please give your complete attention to anyone who is speaking, in class or lab. If you are repeatedly checking social media or distracted by anything that is unrelated to the class, your grade will suffer.

UF Attendance Policies:

<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

## Deadlines

Most assignments will be due before 11:59pm on a Wednesday evening. Read the assignment instructions; assignments will not be accepted by email unless requested by the instructor. The Canvas course calendar contains the exact due dates for all assignments.

Late quizzes will be accepted up to one full day after the due date, with a 20% deduction for lateness. Assignments turned in late will be assessed a full letter grade deduction for each day they are late. Assignments will not be accepted after two days beyond the due date except via the written permission of the instructor. If you need to miss the due date for any assignment, communicate your concern as far in advance as possible. If you have a genuine emergency and advance notice is not possible, written documentation will be required.

NOTE: Assignment deadlines in Canvas are usually set for 11:59 p.m. If you submit after the deadline, your assignment is late. Your inability to upload at the last minute is not a valid excuse for lateness.

## Extra credit

There will be a small number of extra credit opportunities available in the course. These will be communicated via course announcements. Other than these options, students should not expect or request extra credit.

## Grading

As described above, there are 500 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.

## UF and Course Policies

### Professionalism

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. You should maintain a professional attitude in all aspects of this course. This includes written work and discussion posts, interactions with the professors, guest speakers, or your team members, and all other aspects of this course.

Students are expected to maintain the appropriate level of professionalism, cooperation, and language in all aspects of this course including, but not limited to, discussion posts and responses to said posts, written assignments, presentations, and interactions with the instructor and colleagues.

### Academic honesty

Academic honesty and integrity are fundamental values of the University community, and any example of academic dishonesty will be dealt with seriously. It will be reported to the student's department chair and to the university's Dean of Students—and it will result in a failing grade for this course. A formal report of the offense will be filed with the university's Dean of Students.

Students should be sure that they understand the UF Student Honor Code.

Read below and learn more at:

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>

Please note that the rules on plagiarism apply to online sources, images, and all online content. Stealing another person's content is painfully easy on the web. In all work for this class, we expect you to credit anything you get from somebody else, whether that is images, code for projects, or ideas for written work. If you have **any** doubt about using other material, cite the contributions of others and ask your professors.

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 profs highly recommend 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.

### 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.