

INTERACTIVE MEDIA – SYLLABUS

Fall 2019

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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 emerging 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 digital media ecosystem, 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 emerging platforms/technologies work and use relevant terminology correctly.
- Complete basic multimedia content creation activities using standard services and software common in the media professions.
- Use emerging technologies for streamlined workflow and improve the efficiency of a media organization.
- 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 & Platforms
- CMS & Blogging
- Newsgathering & Fake News
- Aggregation & Curation
- Photos & Instagram
- Live Reporting & Twitter
- Social Networking & Facebook
- Video & Youtube
- Virtual Reality
- Messaging Apps
- Automated Content Production

GRADING

The course consists of 11 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* | 350 points |
| Final Blog Grade | 190 points/ | 190 points |
| TOTAL POINTS: | | 600 points |

*excluding missed assignments

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 | 8/19/2019 | - | Practice Discussion: Course Introductions | 1 |
| Module 1 | 8/26/2019 | 9/3/2019 | Discussion 1: Social Media | 2 |
| Module 2 | 9/3/2019 | 9/9/2019 | Lab 1: Blog/Blogging Schedule | 3 |
| Module 3 | 9/9/2019 | 9/16/2019 | Discussion 2: Fake news/Blogging Schedule | 4 |
| Module 4 | 9/16/2019 | 9/23/2019 | Lab 2: Curation/Blogging Schedule | 5 |
| Module 5 | 9/23/2019 | 9/30/2019 | Lab 3: Instagram/Blogging Schedule | 6 |
| Module 6 | 9/30/2019 | 10/14/2019 | Lab 4: Live Tweeting/Blogging Schedule | 7-8 |
| Module 7 | 10/7/2019 | 10/14/2019 | Discussion 3: The Best Facebook Post/Blogging Schedule | 8 |
| Module 8 | 10/14/2019 | 10/21/2019 | Lab 5: Youtube Interview/Blogging Schedule | 9 |
| Module 9 | 10/21/2019 | 10/28/2019 | Lab 6: VR/Blogging Schedule | 10 |
| Module 10 | 10/28/2019 | 11/18/2019 | Discussion 4: Messaging/Lab 7: Snapchat/Blogging Schedule | 11-13 |
| Module 11 | 11/4/2019 | 11/25/2019 | Lab 8: Text to Video - Lumen5 Blogging Schedule | 12-14 |
| | 11/4/2019 | 12/2/2019 | Final Blog Review | 12-15 |

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>."