

INTERACTIVE MEDIA – SYLLABUS

Fall 2020

Mato Brautovic, Ph.D.

Instructor

College of Journalism and Communication

University of Florida mbrautovic@ufl.edu

Virtual Office Hours by appointment via Zoom

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	200 points/	200 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	8/31/2020	-	Practice Discussion: Course Introductions	0
Module 1	9/8/2020	9/14/2020	Discussion 1: Social Media	1
Module 2	9/14/2020	9/21/2020	Lab 1: Blog / Module 2: Blogging Guidelines/Schedule	2
Module 3	9/21/2020	9/28/2020	Discussion 2: Fake news / Module 2: Blogging Guidelines/Schedule	3
Module 4	9/28/2020	10/5/2020	Lab 2: Curation / Module 2: Blogging Guidelines/Schedule	4
Module 5	10/5/2020	10/12/2020	Lab 3: Instagram / Module 2: Blogging Guidelines/Schedule	5
Module 6	10/12/2020	10/26/2020	Lab 4: Live Tweeting / Module 2: Blogging Guidelines/Schedule	6 - 7
Module 7	10/26/2020	11/2/2020	Discussion 3: The Best Facebook Post / Module 2: Blogging Guidelines/Schedule	8
Module 8	11/2/2020	11/9/2020	Lab 5: Youtube Interview / Module 2: Blogging Guidelines/Schedule	9
Module 9	11/9/2020	11/16/2020	Lab 6: VR - 360 photo / Module 2: Blogging Guidelines/Schedule	10
Module 10	11/16/2020	11/30/2020	Lab 7: Snapchat / Discussion 4: Messaging Apps	11 - 12
Module 11	11/23/2020	12/5/2020	Lab 8: Text to Video - Lumen5/ Module 2: Blogging Guidelines/Schedule	12 - 13
	11/23/2020	12/7/2020	Final Blog Review	12 - 14

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.

Diversity Statement

The University of Florida's College of Journalism and Communications Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion.

Furthermore, I consider this online course to be a place where you will be treated with respect. I welcome individuals of all ages, backgrounds, beliefs, ethnicities, genders, gender identities, gender expressions, national origins, religious affiliations, sexual orientations, ability – and other visible and nonvisible differences. All members of this class are expected to contribute to a respectful, welcoming and inclusive environment for every other member of the class.

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>."