MMC3260 Your Digital Life

Fall 2014 Instructor:

Dave Stanton

About the course

Welcome to the online syllabus of MMC 3260 / MMC 5015: Your Digital Life! This is a course about how to build and maintain your online presence, your digital identity, so to speak. Your digital identity includes everything you read, write and do online – email, social media, blogging, personal websites, shopping, archiving your professional work, and gaming. Your digital life is becoming more and more important as the internet and the web permeate every facet of our lives.

Course Objectives

This class will teach you how to build and maintain a professional and personal online presence that will help you in your career. It also will help you learn to make the best use of the tools the internet gives us for telling stories and presenting information.

By the end of this semester you will:

- Learn about multiplatform storytelling for journalism, telecommunications, advertising and public relations
- Establish your own online brand
- Develop an online resume
- Build a professional presence on at least two social networks
- Begin an online portfolio you can use to get a job
- Learn how to maximize the value of your online presence

Course Difficulty

If you've talked to other students from previous semesters about this course, then you've probably already heard that this course is a lot of work. This is true: this is not an "easy" class. While the concepts of good website design seem straight forward, applying those concepts correctly and professionally is not. You will spend many hours on this course. This course will likely take more time than you anticipate.

This course may appear daunting, but we assume that you are entering this course with little to no web design experience. We will guide you through the process of web design, but the most successful students are those that take initiative and responsibility for their learning, and seek out knowledge and skills beyond what we can cover in class.

Undergraduate prerequisites

- JOU 1100, Intro to Journalism

- JOU 3109c, Multimedia Writing
- Junior standing or permission of the instructor

Readings

There are no required textbooks for this course. There will, however, be several online readings required each week. You'll find these readings under the calendar. The reading list will likely be updated as the semester progresses, so be sure to check it regularly.

Lecture meetings

Day	Period	Location
Tuesday	6	FLG 260
Thursday	6	FLG 260

Please be prompt for all classes. Everyone is late occasionally, but it is impolite to your fellow students and the instructor if you regularly straggle in late. Also, turn off your cell phone during class. Many of you will bring your laptop to class. This is encouraged, but please stay on task during lecture so as not to distract the students around you.

Labs

Labs will be conducted online this semester. Online labs will allow you to learn the material at your own rate and convenience. Each week, severalvideos will be available in for you to watch. You will be taught hands-on skills for working with multiplatform design and coding.

If you struggle with online labs, don't worry: we will also offer two optional, face-to-face lab sessions a week. Students on a first-come, first served basis.

Day	Periods	Location
Tuesday	4-5	WEIM 3028
Monday	6-7	WEIM 2056

Computer use

This course requires the use of e-Learning and email. Grades will be found on E-Learning. Students are responsible for reading announcements and emails from class. If you bring a computer to class, please use it for class-related activities

only so as not to disturb students around you.

Course evaluations

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These]evaluations are conducted online](https://evaluations.ufl.edu/evals/). Students will be notified when evaluations are open, which will be toward the end of the course. Your feedback is very important to us, as it helps us improve the course for future students.

Students with disabilities

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation of the necessary accommodation to the student who must then provide this documentation to the instructor within the first two weeks of the semester. Please expect to visit the instructor during office hours to discuss your needs. This course conforms to all requirements of the ADA and handles with sensitivity all matters related to gender, race, sexual orientation, age, religion or disability. Please alert the instructor if any issues arise.

Emergencies and illness

Despite our best-laid plans, semesters don't always finish as strong as they start. Family emergencies, personal struggles, and illness can come up suddenly and seriously disrupt your coursework. Should an emergency happen that hinders your ability to complete your schoolwork, please let Professor Carlson know as soon as possible so that we can help you complete your schoolwork in a timely manner. Dennis was once very sick one semester of undergraduate and was hospitalized for two weeks at the end of the semester, so he knows how sudden these things can come up, and how disruptive they can be for your schooling.

If any emergency comes up this semester, please let your instructors (in your other classes as well) know as soon as possible. You don't have to fully reveal the nature of your emergency, but the more upfront you are with your instructors, the more willing they are to work with you. And if something comes up it's nothing to be embarrassed about: it happens to at least a couple students every semester in a large class like this, so we are used to meeting students' needs.

Assignments

You can earn up to 1,250 points in this course. Your final grade will be calculated by the percentage of points you earned. For example, earning 1,000 points yields an 80% final grade (1000 / 1250 = 0.8).

Date	Type	Name	Points

Date	Type	Assignment	Points
9/15/2014	profile	Create a GitHub account	50
9/15/2014	profile	Send links to your blog	50
9/15/2014	profile	Send links to professional social pofiles	50
10/1/2014	exercise	Web exercise 1: Quick fix	50
10/1/2014	exercise	Web exercise 2: Links and images	50
10/1/2014	reaction	Reactions 1 and 2	50
10/2/2014	exam	Exam 1	100
10/15/2014	project	Project architecture	50
10/15/2014	project	Project wireframe	50
11/1/2014	exercise	Web exercise 3: Layout	50
11/1/2014	project	Project composite	50
11/1/2014	reaction	Reactions 3 and 4	50
11/6/2014	exam	Exam 2	100
11/15/2014	exercise	Web exercise 4: Spacing and typography	50
11/15/2014	exercise	Web exercise 5: CSS selectors	50
12/1/2014	reaction	Reactions 5 and 6	50
12/1/2014	project	Project submission	200

12/9/2014	exam	Exam 3	100
12/15/2014	project	Project revisions	50

Profiles

Profile assignments comprise 12 percent of your grade.

Exercises

Excerise assignments comprise 20 percent of your grade.

Reactions

1. The End of the Waffle House
2. Borderland
3. NSA Files: Decoded
4. Fear & Loathing in Australia
5. Planet Money Makes a T-Shirt
6. Invisible Child, part 1

Reaction assignments comprise 12 percent of your grade.

Exams

Exams comprise 24 percent of your grade.

Project

Excerise assignments comprise 32 percent of your grade.

Grading

This class utilizes the following grading scale:

- A)   92-100%

- A-) 90-91.99%
- B+) 88-89.99%
  - B)   82-87.99%

- B-) 80-81.99%
- C+) 78-79.99%
  - C)   72-77.99%

- C-) 70-71.99%
- D+) 68-69.99%
  - D)   62-67.99%

- D-) 60-61.99%
  - E)   0-59.99%

The grading scale is non-negotiable. A final grade of 87.99%, for instance, is a B. All grades are final unless questions about grades are addressed in writing within 1 week after the grade is posted. If you have concerns about your grades please check with me sooner in the semester rather than later.

More information about: UF grading policies.

Late Work and Make-up Work

Assignments turned in late will not be accepted. You will be deducted 1 full letter grade (10%) for each day or partial day the project is late.

Make-up work is not permitted. However, under an extreme circumstance, if you have an excused absence AND the instructor was notified in advance, an exception may be made.

Extra Credit

Extra credit may be offered throughout the semester. This opportunities will be announced in class or via Announcements on e-Learning.

Academic Honesty

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 instructors before the project is submitted. Ignorance of what constitutes plagiarism is not an excuse!

When you completed the registration form at the University of Florida, you signed the following statement:

"I understand that the University of Florida expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University."

When submitting work for this course, the following honor pledge is implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

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

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

Special Notes Concerning Plagiarism on the Web

Stealing another person's content is painfully easy on the web. I'm positive that nearly all of us have at some point downloaded pirated music, watched movies or television shows uploaded illegally to foreign websites, or found other ways of getting free stuff online that normally should be paid for. Perhaps you even think it is ethical to download copyrighted material instead of giving your money to big corporations. Whatever you do online outside of class is your own business, but when it comes to turning in work for this class, we strongly 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 your instructors.

How to Give Credit to Others

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. We take plagiarism very

seriously, and students from previous semesters have been known to fail a project or the course for plagiarizing another's work.