

INTERACTIVE MEDIA – SYLLABUS

Summer semester 2015

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, quizzes, and labs.

At the conclusion of the course, students should be able to:

- Describe how the web 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 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, assessments or assignments within the appropriate learning modules:

1. Introduction
2. How the Web Works and FTP
3. Social Media
4. Blogging and Twitter
5. Photography for the Web
6. Audio
7. Audio Slideshows
8. Mobile video
9. Social Networking
10. Online Advertising
11. Future

GRADING

The course consists of 11 modules, each on a different topic. Each module contains some combination of discussions, assessments 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	30 points each, 6 in all, will drop the two lowest	120 points
Assessment	20 points each, 4 in all, will drop the lowest	60 points
Assignment	50 points each, 9 in all, will drop the two lowest	350 points
Final Blog Grade	70 points	70 points
TOTAL POINTS:	600	

UF grading policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Make-up work: I will drop the lowest assignments, discussion and assessment.

CRITICAL DATES

Module	Released at 5 PM	Assignments due by 11:55 PM	List of Assignments
Course Handbook/Module 1	5/11/2015	5/18/2015	Lab 1: Google Calendar; Practice Discussion: Course Introductions
Module 2	5/18/2015	5/26/2015	Quiz 1: How the Web Works; Lab 2: FTP
Module 3	5/26/2015	6/1/2015	Discussion 1: Social Media;
Module 4	6/1/2015	6/8/2015	Discussion 2: Twitter; Lab 3: Blogging; Quiz 2: Blogging
Module 5	6/8/2015	6/15/2015	Lab 4: Photography for the Web
Module 6	6/15/2015	6/29/2015	Discussion 3: Audio for the Web; Quiz 3: Audio for the Web; Lab 5: Audio
	6/29/2015	7/6/2015	Lab 6: Audio Slideshows
Module 7	7/6/2015	7/13/2015	Discussion 4: Mobile media; Lab 7: Mobile Video
Module 8	7/13/2015	7/20/2015	Discussion 5: Social Networking; Lab 8: Social Networking;
Module 9	7/20/2015	7/27/2015	Lab 9: Online Advertising; Quiz 4: Online Advertising;
Module 10	7/27/2015	8/3/2015	Discussion 6: Future; Final Blog Review

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>