WELCOME

Newsrooms are increasingly complex and specialized places to work. Media organizations find they need talent that understands and can use sophisticated online technologies, but they rarely provide time or money for existing employees to learn them. This makes the organizations highly dependent on young talent like you!

RTV 3280 is designed to introduce you to the skills necessary for working in interactive media today. Ultimately, the course seeks to make you a fearless learner of new technologies so that you can work efficiently and effectively in today’s knowledge economy.

Interactive Media works in two ways: first, it introduces you to key vocabulary and tools used in multimedia environments today and, second, it gives you a chance to actively try out your new skills in a series of discussion, quizzes, and labs.
Course Format

The course is **taught 100% online**, with a mixture of readings, tutorials, discussions, and exercises. All course sessions and other material will be available to you online on **E-learning only**—there are no class meetings or proctored exams for this course.

Refer to the **COURSE HANDBOOK** for details on all sections of this syllabus.

Student Honor Code

By enrolling in this course you 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**.

Disability Resource Center

If you are requesting accommodation, 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). The contact phone number is 352-392-8565.
GRADING
Final grades will be determined as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>94-100%</td>
<td>564 - 600 points</td>
</tr>
<tr>
<td>A-</td>
<td>90-93.99%</td>
<td>540 - 563 points</td>
</tr>
<tr>
<td>B+</td>
<td>86-89.99%</td>
<td>516 - 539 points</td>
</tr>
<tr>
<td>B</td>
<td>83-85.99%</td>
<td>498 - 515 points</td>
</tr>
<tr>
<td>B-</td>
<td>80-82.99%</td>
<td>480 - 497 points</td>
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<tr>
<td>C+</td>
<td>76-79.99%</td>
<td>456 - 479 points</td>
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<tr>
<td>C</td>
<td>73-75.99%</td>
<td>438 - 455 points</td>
</tr>
<tr>
<td>C-</td>
<td>70-72.99%</td>
<td>420 - 437 points</td>
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<tr>
<td>D+</td>
<td>66-69.99%</td>
<td>396 - 419 points</td>
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<tr>
<td>D</td>
<td>63-65.99%</td>
<td>378 - 395 points</td>
</tr>
<tr>
<td>D-</td>
<td>60-62.99%</td>
<td>360 - 377 points</td>
</tr>
<tr>
<td>E</td>
<td>59.99% or below</td>
<td>359 points or less</td>
</tr>
</tbody>
</table>

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UF Current Grading Policies

Information on current UF grading policies for assigning grade points can be found here: Undergraduate Catalog

Students with Disabilities

Students requesting accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

Disability Resource Center

If you are requesting accommodation, 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). The contact phone number is 352-392-8565.
COURSE TOPICS

Modules will be released weekly, including discussions, assessments or assignments within the appropriate learning modules. In order to give you a sense of what you will be learning in this course, here is a list of modules with general information about each:

Introduction & Organizing Your Digital Life

You will learn about your own learning style to help you succeed in an online teaching environment. You will learn how to troubleshoot computer problems, get to know the other members of the class, and find out about the importance of Web 2.0 and social media.

Before we start the media creation portion of the course, we'll do some important housekeeping. You'll learn how to organize and maintain your computer, and try out some nifty online tools to keep your life running smoothly. We'll focus on social media sites like Google Calendar, Flickr and del.icio.us.

How the Web Works

This module takes you on a tour of the inner workings of the Web. You'll learn some important technical vocabulary (that will make you sound very smart to your friends!) and transfer files back and forth from your computer and the World Wide Web via FTP. Don't you feel smarter already?

Blogging

Blogging is the backbone of online media today, and your blog will be the major project you create in this course. You'll be filling it with lots of exciting media throughout the semester, but first you'll learn the power and purpose of good blogging.

Basic HTML

To do well in online media you don't need to be a coding genius, but you do need to understand this basic Web language and how it's used to create the pages you see in your browser. You'll learn how to write some basic code and to identify the most important tags.

SUBMISSION DUE DATES FOR LABS, DISCUSSIONS AND TESTS ARE AVAILABLE HERE:

CRITICAL DATES FOR SPRING 2014
Writing for the Web

Text is still the most widespread medium on the Web, so it's important that you use it wisely. This module teaches you about style, headlines, links, and more, all elements in crafting excellent blog posts, websites and more.

Also, you need to know what copyright laws and general ethical standards to apply to keep yourself and your organization out of hot water. This module teaches you about the current state of online law and ethics through a series of fun interactive videos.

Audio Slideshows

Bandwidth is still limited for many Internet users, so audio slideshows have become an excellent medium for telling complex and moving stories online. You'll use your own photos and audio to create a slideshow, then post it on the Web and in your blog.

Photography for the Web

This module is the first of four hardcore media production weeks. You will learn how to take better photos and then compress them for the Web using Photoshop, the industry standard in digital image manipulation.

Video for the Web

Video is where the Web is going... rapidly! We'll look at inexpensive tools and techniques you can use to get started in video right away. You'll also learn best practices for using video online that you can take to your next job.

Audio for the Web

In the second week of production, you’ll learn how to record narration and use other sound files to create effective audio tracks. You’ll then compress them for use on the Web (for example, as a podcast) and start thinking about how photos and audio together can tell powerful stories online.

Online Advertising

Although you might not expect to see an advertising module in a media course, online advertising is quickly breaking down the traditional editorial wall in newsrooms nationwide. You’ll learn why advertising should matter to you and how to capitalize on its online strengths to further your organization's goals.
Course Topics

Social Networking

You all know about Facebook and Twitter already, so this module takes you beyond where we currently are and thinks about how social networking might continue to change the media landscape over the next 5-10 years. You'll also create your own social network that you can take with you beyond this class.

AT THE END OF THE SEMESTER, STUDENTS ARE REQUESTED TO FILL IN FACULTY EVALUATIONS AT:

FACULTY EVALUATIONS

UF Holidays/ No classes
January 20: Martin Luther King Jr. Day
March 1-8: Spring Break
Reading Days: April 24-25
UF Final Exams
April 26, April 28-30 and May 1-2