

INTERACTIVE MEDIA – SYLLABUS

Fall semester 2012

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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.

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

1 Introduction

Students will learn how to succeed in an online environment, correct problems with their computer, meet colleagues and learn about the concepts of Web 2.0 and Social Media.

2 Concept of the Web

Students will become familiar with the concept of the inner workings of the Web and learn how to use FTP for transfer files.

3 Organizing Digital Life

It is important that students know how to organize their virtual lives. In this module they will have to plan their life through Google Calendar. In addition, students will become familiar with other tools - social media sites like Flickr and Del.icio.us.

4 Blogging

Blog is the perfect tool for getting the skills to work with content management systems. Students will learn the basics of blogging and blogs will be the primary project created in this course.

5 HTML, widgets and apps

The modern media worker is not a programmer but rather a content systems manager requiring a basic knowledge of HTML. Students will learn about the structure of web pages in order to know how to write some basic code and to identify the most important tags.

6 Web Writing

Text is the dominant form on the Internet therefore in this module students will learn the basic rules of writing text for the web, including: style, tone, headlines, links, captions and other elements needed for good blog posts, websites and more.

7 Searching the Web

The Internet is an excellent source of information. Therefore, in this module, students will learn how to find information using search engines, and then how to evaluate their relevance and accuracy.

8 Online Law and Ethics

Although the Internet is an excellent source of information it carries with it a number of problems. Students need to know what copyright laws and ethical standards to apply. This module shows students the current state of online ethics and law.

9 Photos and Web

In this module, students will learn how to take better photos and how to publish them on photo sharing social media sites, such as Flickr.

10 Audio for the Web

Students will learn to record and edit audio using Audacity open source software and how to over-dub sound for storytelling.

11 Soundslides

One of the most popular uses of the Internet for social networking is to create soundslides. It includes combining photographs, sound and text. In this module, students will use pictures and sounds from the previous modules to create soundslides using Soundslides software.

12 Online Video

Today, growing numbers of people are using online video. In this module, students will learn to use free tools for making and posting videos on Youtube.

13 Online Advertising

One of the main aspects of online media is their profitability. This module will teach students about online advertising (Google AdSense and Adwords, Facebook Advertising).

14 Social Networking

In this module, students will learn how to use their knowledge of Facebook and Twitter for promotion of organizations. In addition, students will learn to create their own online social network (Wall.fm).

15 The Future

The last module will try to help students to understand how emerging technologies change how we live, work and learn.

GRADING

The course consists of 15 modules and each module contains some combination of discussions and assignments. These assignments must be completed by the due date. A final exam will be their blog showing all of their work for the semester

Discussion	10 points each, 7 in all, will drop the lowest	60 points	10%
Assessment	20 points each, 7 in all, will drop the lowest	120 points	20%
Assignment	30 points each, 14 in all, will drop the 2 lowest	360 points	60%

Final Blog Grade 60 points

60 points 10%

TOTAL POINTS: **600 points**
