

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.

SYLLABUS

RTV 3280

Interactive Media

FALL 2013

Course Instructor

Ananya Roy

2041-D Weimer Hall
College of Journalism and Communications
Phone: 352- 273-1644
OFFICE HOURS: **TUESDAY** 2:00 pm to 3:00 pm
WEDNESDAY 11:45 am to 1:45 pm
VIRTUAL Office Hours by appointment via
Skype (ananyaroy9)

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Course Format

The course is taught 100% online, with a mixture of readings, tutorials, discussions, and exercises. The online lectures and tutorials are intended to promote general knowledge of multimedia practices and tools. The discussions and exercises are to reinforce concepts presented and to test your ability to apply the concepts to actual problems.

All course sessions and other material will be available to you **online only**—there are no class meetings or proctored exams for this course.

The online [COURSE HANDBOOK](#) on your Sakai e-Learning homepage will be your guide for finding all information relevant to this course and the lessons.

Disclaimer: The contents of this syllabus and the course handbook are subject to change. Appropriate notice will be given before any such change is made.

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](#).

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 Objectives

By the end of this course, you should be able to:

1. Describe how the web works and use relevant terminology correctly.
 2. Complete basic online content creation activities using standard services and software common in the media professions.
 3. Use Web 2.0 and Social Media technologies for streamlined workflow and accelerated development of knowledge networks.
 4. Create, compress, transfer and link appropriately to files in a variety of formats, including photos, audio, and video.
 5. Understand basic issues of copyright law and make informed decisions about online activities.
 6. Evaluate others' work constructively and with a goal of furthering learning.
 7. Take an active role in learning and discovery.
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Grading

Final grades will be determined as follows:

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

UF Current Grading Policies

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

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

How the Points Add Up

Discussions	20 points each, will drop the lowest	100 points
Assessments	20 points each, will drop the lowest	80 points
Assignments	40 points each, will drop the two lowest	360 points
Final Blog	60 points	60 points
TOTAL POINTS:		600 points

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:

Aug 21-Sep 3: Introduction & Organizing Your Digital Life

To succeed in an online learning environment, you need to recognize your own learning style. You will take the online VARK questionnaire to identify how you learn best. You will also learn how to troubleshoot computer problems, get to you're your classmates, 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 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.

Sep 3-10: 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, and transfer files back and forth from your computer and the World Wide Web via FTP.

Sep 10-17: 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.

Sep 17-24: 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 CAN BE FOUND ON THE ANNOUNCEMENTS PAGE VIA THIS LINK:

[CRITICAL DATES FOR FALL 2013](#)

Also see the last page of this syllabus.

Sep 24-Oct 1: 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.

Oct 1-8: Web Search Skills and Evaluating Online Resources

This module helps you answer the question: How do I find and evaluate relevant resources online?

Oct 8-15: Online Ethics and Media Law

Before we can move on to multimedia content creation, it is important that we visit the twin topics of online ethics and copyright law. These issues are critical to protecting yourself from legal action in your career and personal life.

Oct 15-22: Photography for the Web

In this module, you will learn how to take better photos and then compress them for the Web using Photoshop.

Oct 22-29: Audio for the Web

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.

Oct 29-Nov 5: 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.

Nov 5-Nov 12: 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.

Nov 12-Nov 19: Online Advertising

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.

Nov 19-Dec 1: Social Networking

You all know about Facebook and Twitter already, so this module makes you think 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!

DEC 1-DEC10: THE FUTURE, and the FINAL BLOG REVIEW

In this module you're going to look at a few ideas and technologies that will probably revolutionize the way we work, play and live.

You will submit your final blog by Dec 10.

DEADLINES

ASSIGNMENTS DUE BY 11:55pm	LIST OF ASSIGNMENTS
8/28/2013	Practice Discussion: Course Introductions
9/3/2013	Lab 1: Google Calendar
9/10/2013	Quiz 1: How the Web Works; Discussion 1: Web 2.0; Lab 2: FTP
9/17/2013	Discussion 2: Blogging; Lab 3: Blogging; Quiz 2: Blogging
9/24/2013	Lab 4: HTML & Widgets; Apps
10/1/2013	Discussion 3: Writing for the Web; Lab 5: C.Q. Test; Quiz 3: Writing for the Web
10/8/2013	Lab 6: Web Search Skills and Evaluating Online Resources
10/15/2013	Discussion 4: Online Ethics and Media Law; Quiz 4: Online Ethics & Media Law; Lab 7: Online Ethics and Media Law

10/22/2013	Lab 8: Photography for the Web
10/29/2013	Discussion 5: Audio for the Web; Quiz 5: Audio for the Web; Lab 9: Audio for the Web
11/5/2013	Lab 10: Audio Slideshows
11/12/2013	Discussion 6: Video for the Web; Lab 11: Video for the Web
11/19/2013	Lab 12: Online Advertising; Quiz 6: Online Advertising
12/1/2013	Discussion 7: Social Networking; Lab 13: Social Networking;
12/10/2013	Lab 14: The Future; Final Blog Review

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>. When evaluations open, students will be given specific times when they may provide their feedback. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

EVALUATIONS