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.
**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)  
EMAIL: ananyaroy69@ufl.edu

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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.

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**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.

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**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](#).

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**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.

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**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.

Grading

Final grades will be determined as follows:

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

How the Points Add Up

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussions</td>
<td>20 points each, will drop the lowest</td>
<td>100</td>
</tr>
<tr>
<td>Assessments</td>
<td>20 points each, will drop the lowest</td>
<td>80</td>
</tr>
<tr>
<td>Assignments</td>
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<td>360</td>
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<tr>
<td>Final Blog</td>
<td>60 points</td>
<td>60</td>
</tr>
<tr>
<td>TOTAL POINTS:</td>
<td></td>
<td>600</td>
</tr>
</tbody>
</table>

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-DEC 10: 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

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

<table>
<thead>
<tr>
<th>DATE</th>
<th>ASSIGNMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/22/2013</td>
<td>Lab 8: Photography for the Web</td>
</tr>
<tr>
<td>10/29/2013</td>
<td>Discussion 5: Audio for the Web; Quiz 5: Audio for the Web; Lab 9: Audio for the Web</td>
</tr>
<tr>
<td>11/5/2013</td>
<td>Lab 10: Audio Slideshows</td>
</tr>
<tr>
<td>11/12/2013</td>
<td>Discussion 6: Video for the Web; Lab 11: Video for the Web</td>
</tr>
<tr>
<td>11/19/2013</td>
<td>Lab 12: Online Advertising; Quiz 6: Online Advertising</td>
</tr>
<tr>
<td>12/1/2013</td>
<td>Discussion 7: Social Networking; Lab 13: Social Networking;</td>
</tr>
<tr>
<td>12/10/2013</td>
<td>Lab 14: The Future; Final Blog Review</td>
</tr>
</tbody>
</table>

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](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](https://evaluations.ufl.edu/results).