

INTERACTIVE MEDIA – SYLLABUS

Spring semester 2013

Mato Brautovic, Ph.D.
Associate Professor
Department of Communication Science
University of Dubrovnik
Adjunct Professor
College of Journalism and Communication
University of Florida
mbrautovic@yahoo.com
mbrautovic@ufl.edu

Virtual Office Hours by appointment via Skype

TA Ananya Roy
ananyar@gmail.com

Offline Office Hours on TUESDAY 12:30 pm to 1:30 pm, room G034

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 Web 2.0 and 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.
- Understand basic issues of copyright law and make informed decisions about online activities.
- Evaluate others' work constructively and with a goal of furthering learning.
- 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

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 and Mobile 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; Real Time Search

The Internet is an excellent source of information. Therefore, in this module, students will learn how to find information using search engines and real time 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 or how to use Instagram App.

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		

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	1/7/2013	-	-
Module 1	1/7/2013	1/14/2013	Practice Discussion: Course Introductions
Module 2	1/14/2013	1/22/2013	Lab 1: Google Calendar
Module 3	1/22/2013	1/28/2013	Quiz 1: How the Web Works; Discussion 1: Web 2.0; Lab 2: FTP
Module 4	1/28/2013	2/4/2013	Discussion 2: Blogging; Lab 3: Blogging; Quiz 2: Blogging
Module 5	2/4/2013	2/11/2013	Lab 4: HTML & Widgets; Apps

Module 6	2/11/2013	2/18/2013	Discussion 3: Writing for the Web ; Lab 5: C.Q. Test; Quiz 3: Writing for the Web
Module 7	2/18/2013	2/25/2013	Lab 6: Web Search Skills and Evaluating Online Resources
Module 8	2/25/2013	3/11/2013	Discussion 4: Online Ethics and Media Law; Quiz 4: Online Ethics and Media Law; Lab 7: Online Ethics and Media Law
Module 9	3/11/2013	3/18/2013	Lab 8: Photography for the Web
Module 10	3/18/2013	3/25/2013	Discussion 5: Audio for the Web; Quiz 5: Audio for the Web; Lab 9: Audio for the Web
Module 11	3/25/2013	4/1/2013	Lab 10: Audio Slideshows
Module 12	4/1/2013	4/8/2013	Discussion 6: Video for the Web; Lab 11: Video for the Web
Module 13	4/8/2013	4/15/2013	Lab 12: Online Advertising; Quiz 6: Online Advertising
Module 14	4/15/2013	4/22/2013	Discussion 7: Social Networking; Lab 13: Social Networking;
Module 15 / Final Blog Review	4/15/2013	4/25/2013	Lab 14: The 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>