INTERACTIVE MEDIA – SYLLABUS

Summer semester 2013

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Offline Office Hours on Tuesday 3:30pm to 4:30 pm and Wednesday 3:30pm to 5:30pm

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.

• 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. 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.

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 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.

4 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.

5 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.

6 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.

7 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.

8 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.

9 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.

10 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).

11 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.

GRADING

The course consists of 11 modules, each on a different topic. Each module contains some combination of discussions, assessments and assignments, all of which must be completed by the due date for the entire module. In lieu of a final exam, you will submit a link to your blog during the last week of class, showing all of your work for the semester.

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion</td>
<td>20 each</td>
<td>6 in all, will drop the lowest</td>
</tr>
<tr>
<td>Assessment</td>
<td>20 each</td>
<td>5 in all, will drop the lowest</td>
</tr>
<tr>
<td>Assignment</td>
<td>40 each</td>
<td>11 in all, will drop the two lowest</td>
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<tr>
<td>Final Blog Grade</td>
<td>60</td>
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**TOTAL POINTS:** 60

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

<table>
<thead>
<tr>
<th>Module</th>
<th>Released at 5 PM</th>
<th>Assignments due by 11:55 PM</th>
<th>List of Assignments</th>
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</thead>
<tbody>
<tr>
<td>Course Handbook</td>
<td>5/13/2013</td>
<td>-</td>
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<tr>
<td>Module 1</td>
<td>5/13/2013</td>
<td>5/20/2013</td>
<td>Lab 1: Google Calendar; Practice Discussion: Course Introductions</td>
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<tr>
<td>Module 2</td>
<td>5/20/2013</td>
<td>5/28/2013</td>
<td>Quiz 1: How the Web Works; Discussion 1: Web 2.0; Lab 2: FTP</td>
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<tr>
<td>Module 3</td>
<td>5/28/2013</td>
<td>6/3/2013</td>
<td>Discussion 2: Blogging; Lab 3: Blogging; Quiz 2: Blogging</td>
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<tr>
<td>Module 4</td>
<td>6/3/2013</td>
<td>6/10/2013</td>
<td>Lab 4: HTML &amp; Widgets</td>
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<tr>
<td>Module 5</td>
<td>6/10/2013</td>
<td>6/17/2013</td>
<td>Discussion 3: Writing for the Web; Lab 5: C.Q. Test; Quiz 3: Writing for the Web</td>
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<tr>
<td>Module 6</td>
<td>6/17/2013</td>
<td>7/1/2013</td>
<td>Lab 6: Photography for the Web</td>
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<tr>
<td>Module 7</td>
<td>7/1/2013</td>
<td>7/8/2013</td>
<td>Discussion 4: Audio for the Web; Quiz 4: Audio for the Web; Lab 7: Audio for the Web</td>
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<tr>
<td>Module 8</td>
<td>7/8/2013</td>
<td>7/15/2013</td>
<td>Lab 8: Audio Slideshows</td>
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<tr>
<td>Module 9</td>
<td>7/15/2013</td>
<td>7/22/2013</td>
<td>Discussion 5: Video for the Web; Lab 9: Video for the Web</td>
</tr>
<tr>
<td>Module 10</td>
<td>7/22/2013</td>
<td>7/29/2013</td>
<td>Lab 10: Online Advertising; Quiz 5: Online Advertising</td>
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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