

Intro to Media Web Tools – Fall 2014

Journalism 20101

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Class location: Moudy South 214

Class meeting time: Wednesdays, 5:00 – 5:50 p.m.

Course Description:

This class will equip you with the skills and tools to become more effective online communicators. It will introduce you to the design and development of websites and multimedia elements as well as information architecture, usability and user experience analysis.

Resources:

- You will need to sign up for a Lynda.com account in order to view instructional videos. You will receive instructions after our first meeting.
- This class will use LearningStudio to post grades, to host the updated class syllabus and schedule, and for some assignment submissions. Please make sure that you have working access to LearningStudio.
- You can also find up-to-date class information on my website: <http://www.christenacarter.com>

Objectives:

The goal of this class is to help you to learn to use technology to better connect information and people. The technology you know now will not be the same in 5, 10, or 15 years. You'll need to learn to adapt, to discover and understand new emerging technologies. This class will help you learn to do that as well as to think innovatively and creatively about problems you might face in your future careers and how you might solve them with technology.

This class addresses two of the Schieffer Seven (<http://www.journalism.tcu.edu/about/schieffer-seven/>):

#2 – The tools of mass communications – statistics, research and technology:

Students will apply the tools of effective communication practice: research and the evaluation of research, the use of numerical and statistical concepts, and the technology skills used to communicate effectively in their professional area.

#5 - Critical and creative thinking:

Students will apply critical, creative, and independent thinking to their professional projects.

The class will be heavy on technical instruction with hands-on elements for every unit. There will be an emphasis on teaching you to analyze various technologies to determine when it's appropriate to use them – and when it's not. Some of the assignments will be open-ended and will push you to think creatively and critically about which tools to use and push you to justify your actions, just as you would have to do in a professional environment.

By the end of this class, you should be able to look at multimedia in popular media and understand the technologies employed to create it. You should also be able to develop strong, well thought-out approaches to communication using the methods covered in this class.

Course Requirements:

- Success in this class depends on your attendance. It will be difficult to catch up if you miss classroom instruction. The class is short and only meets once a week. Please be on time so that we can cover all of the material planned for the class period. In addition, quizzes are given in class and cannot be made up without a university-excused absence.
- Excuses of failed technology won't be accepted in this class. That's because part of this class is about learning to overcome those obstacles. It's assumed that problems will happen, and that to receive an A in this class, you will overcome those issues.

Schedule:

Note: This schedule represents the current plans and objectives. As we go through the semester, those plans may need to change in order to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

Date	Topic
August 27	Introduction
September 3	WordPress

Assignments Due:

Watch Lynda.com WordPress Essential Training Ch. 1-2

Obtain your website domain and hosting:

<https://www.dreamhost.com//promo/edu/>

September 10	WordPress & HTML
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September 17	HTML
September 24	HTML
October 1	HTML
October 8	CSS
October 15	CSS
October 22	Midterm Assignment Due
October 29	WordPress Themes
November 5	WordPress Themes
November 12	Usability
November 19	Usability
November 26	No class – Thanksgiving break
December 3	Social Media Strategy
December 10	Mobile Apps
December 17	Final Projects Due

Grading:

Attendance: 10%

Quizzes: 20%

Homework: 30%

Midterm Assignment: 20%

Final Project: 20%

For late work, even if it's late by a minute or two, 25% will be automatically deducted. After the first 24 hours, late work will not be accepted.

Appealing a grade – the 24/7 rule: You must wait 24 hours before questioning a grade. You then have seven days to bring the issue to your instructor's attention by submitting a typed appeal of your grade. The appeal must contain justification for why you believe the grade is inaccurate. After seven days, the grade is final.

This class will be graded on the plus/minus system, as is the policy in the Schieffer School.

Regarding final grades, 92.5 to 100: A, 89.5 to 92.4: A-, 86.5 to 89.4: B+, 82.5 to 86.4: B, 79.5 to 82.4: B-, 76.5 to 79.4: C+, 72.5 to 76.4: C, 69.5 to 72.4: C-, 66.5 to 69.4: D+, 62.5 to 66.4: D, 59.5 to 62.4: D-, 59.4 and below is an F. Note: Where academic policy requires a grade of "C" or better, a "C-" does not meet that criterion.

Assignments:

Quizzes:

There will be short quizzes in class at the beginning of most class periods. The quizzes will cover material from the homework and that covered during the lecture.

Homework:

Your homework assignments will be varied and all aren't weighted equally. Some assignments will require you to create something using the tools learned in class and others will be simple, short items to test your proficiency in the area.

Midterm assignment and final project:

You'll be receiving information about your midterm assignment and your final project in separate documents, which will also be emailed to you.

Technology:

In this class, and in any other class using technology, there will be technical problems. It's a given that you will have computer problems at some point, and they will usually happen at the worst possible time. I can't promise you that your computer won't freeze as you're finishing a big project. But you can safeguard yourself by saving frequently as you work and by not putting off your projects until the last minute.

If you give yourself plenty of time to do the work, you can work around any technical problems you might have. And if you save frequently while you work, you can always go back to the last working version of your project.

Statement of Disability Services at TCU

Texas Christian University complies with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973 regarding students with disabilities. Eligible students seeking accommodations should contact the Coordinator of Student Disabilities Services in the Center for Academic Services located in Sadler Hall, 1010. Accommodations are not retroactive, therefore, students should contact the Coordinator as soon as possible in the term for which they are seeking accommodations. Further information can be obtained from the Center for Academic Services, TCU Box 297710, Fort Worth, TX 76129, or at (817) 257-6567.

Academic Misconduct Statement:

(See sec. 3.4 from the Student Handbook)

Any act that violates the academic integrity of the institution is considered academic misconduct. The procedures used to resolve suspected acts of academic misconduct are available in the offices of Academic Deans and the Office of Campus Life and are listed in detail in the Undergraduate Catalog (Student Policies>Academic Conduct Policy Details; http://www.catalog.tcu.edu/current_year/undergraduate/).

Specific examples include, but are not limited to:

- Cheating: Copying from another student's test paper, laboratory report, other report, or computer files and listings; using, during any academic exercise, material and/or devices not authorized by the person in charge of the test; collaborating with or seeking aid from another student during a test or laboratory without permission; knowingly using, buying, selling, stealing, transporting, or soliciting in its entirety or in part, the contents of a test or other assignment unauthorized for release; substituting for another student or permitting another student to substitute for oneself.
- Plagiarism: The appropriation, theft, purchase or obtaining by any means another's work, and the unacknowledged submission or incorporation of that work as one's own offered for credit. Appropriation includes the quoting or paraphrasing of another's work without giving credit therefore. (If you are using Turnitin www.turnitin.com place information about your course id and password or LearningStudio dropbox reporting. If you only want to use Turnitin as a spot check please indicate in your syllabus that you may use Turnitin for plagiarism detection.)
- Collusion: The unauthorized collaboration with another in preparing work offered for credit.

Netiquette: Communication Courtesy Code:

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. If I deem any of them to be inappropriate or offensive, I will forward the message to the Chair of the department and the online administrators and appropriate action will be taken, not excluding expulsion from the course. The same rules apply online as they do in person. Be respectful of other students. Foul discourse will not be tolerated. Please take a moment and read the following link concerning "netiquette": <http://www.albion.com/netiquette/>

Participating in the virtual realm, including social media sites and shared-access sites sometimes used for educational collaborations, should be done with honor and integrity: <http://ctl.ubc.ca/distance-learning/learner-support/communicating-online-netiquette/>

Email Notification Statement:

Only the official TCU student email address will be used for course notification. It is your responsibility to check your TCU email on a regular basis. Other means will be provided for you to communicate with me and your classmates, such as LearningStudio; however, email is the official communication method and should be used for important messages to the instructor.

Diversity Statement:

The Schieffer School recognizes the diversity of American society and that mass communications professionals must work comfortably and effectively in that society, as well as in an interdependent global community.

Policy on Classroom Disruptions:

Turn off your cell phones before class begins. You may not sleep; wear headphones; use electronic devices; surf the web; or Facebook, email and text others while you are in class. You must not conduct side conversations or create other disruptions. It is disruptive to arrive late and/or pack up early. Be on time for class and plan on meeting for the entire class period.

Grading Policy Statement:

The School of Journalism is a professionally oriented academic unit that seeks to equip students to step immediately into positions in journalism, a fast-paced, high-pressure and demanding industry. A TCU degree or a TCU transcript will not earn you a job or job success. You will need definite and demonstrable skills. The school will enforce these same expectations. An A in a journalism course means you have demonstrated significant achievement. The unit does not give A's for effort, attitude, attendance, diligence or demonstrated responsibility only. Your grade will reflect your achievement of the objectives of the course. Remember, your work in this school is not to cross another line off your degree plan — it is to build the skills and competencies that assure success in the field for which you are preparing.

Professionalism:

You will be expected to maintain a professional attitude in this class. Professionalism in class includes respect for peers and professor, getting to class on time, attendance (both physical and mental), participation, and responsibility for your behavior. Professionalism also includes having assignments ready when they are due.

If you are not in class by 5:10 p.m., you will be counted absent. Your late entrance will distract everyone in the class.

Project deadlines are not negotiable and will be enforced. Professionalism also includes planning ahead, which means leaving plenty of time for finding a parking place and having your project ready to turn in. The world of journalism is extremely deadline-driven. You must be able to cope with these deadlines.

You are in this class to receive an honest evaluation of your skills using these web tools. You must be able to deal with criticism of your work. Evaluations and criticisms are not personally motivated, and every effort will be made to take a personally detached evaluation of your work.

Preparation for Graduation:

Remember, if you have completed 54 semester hours, you must go to the office of the dean of the College of Communication to file for an official degree plan. You must also file an Intent to Graduate form the semester before you graduate.