# APPLIED DIGITAL AND SOCIAL MEDIA
## JMC:3620:0001
### TUESDAY/THURSDAY 2:00 – 3:15 P.M. W332 AJB

**Instructor**: Dr. Brian Ekdale, brian-ekdale@uiowa.edu, E324 AJB
Office Hours: Tuesday 3:30 – 4:30 p.m., Wednesday 1 – 3 p.m. & by appointment

**DEO:** Dr. David Ryfe, david-ryfe@uiowa.edu, E305B Adler Journalism Building

**Course website: https://iowadigital.wordpress.com**

**Course Description**: This course builds on the narrative and technical skills you learned in Introduction to Multimedia Storytelling. You will create a website focused on a self-selected niche topic and produce multimedia content using a variety of different formats, including text, audio, video, and alternative story forms. You will also develop a writing and visual style for your site and use social media tools to encourage and measure audience engagement. For your final project, you will produce a capstone multimedia project, selecting the most appropriate story format for your site. By the end of the semester, you will have a branded multimedia website you can continue to develop and offer as a portfolio piece when applying for jobs and internships.

**SJMC Learning Outcomes:** The School of Journalism and Mass Communication is committed to your academic and professional success. In line with this commitment, we have identified particular learning outcomes that every student should obtain by the time they earn a JMC degree. We regularly assess the curriculum to determine whether students are achieving these outcomes.

This course contributes to these learning outcomes by helping you develop the abilities to access, analyze, evaluate, and create media messages across multiple media domains and to communicate effectively with the highest, professionally-accepted standards in all work.

Achieving these outcomes means:

- You will learn how to create and disseminate media messages in various forms.
- You will demonstrate the ability to gather factual story elements, and to evaluate and express them in logical, narrative forms for multiple media and audiences.

- You will display the ability to access and analyze data, report facts accurately, research and edit information responsibly and in a manner commensurate with professional standards.
- You will demonstrate the ability to apply above concepts in a manner that is sensitive to audiences across all media.
- You will demonstrate an ability to produce media that serve the needs and interests of diverse communities and reflect their voices and experiences.

In addition to the SJMC Learning Outcomes identified above, I have identified the following learning outcomes that every student should obtain by the time he or she finishes the semester:

- You will improve upon the narrative and technical skills learned in Introduction to Multimedia Storytelling.
- You will demonstrate topical expertise by producing a variety of stories on a single topic.
- You will demonstrate proficiency at creating and promoting a brand through intentional content creation and audience engagement.

**Text**: There is no required text for this course. You can find course readings from the supplied links or in PDF form on ICON.

**Technology**: You are required to own and bring to class an external hard drive. I recommend a 320 GB or larger drive with FireWire 800 and/or USB 3.0 interface. You can find suitable drives at any office or electronics store/site (here's a good one from Amazon). I also recommend you purchase one or more SD cards to use with the digital audio recorders and digital cameras. The SD card(s) must be "Class 10" to handle video on our cameras (like this one).

## ASSIGNMENTS / GRADING

You will be graded on your participation in class, multimedia exercises, content posted to your niche site, and efforts to engage with your audience. Grading of assignments in this course is designed to correspond with the ways in which online media workers are assessed.

You will also have five short quizzes throughout the semester. These quizzes will cover assigned readings, exemplars, and material discussed in class. Readings and exemplars are due the day they are listed on the syllabus and, thus, are fair game for quizzes given on that day. You must be in class on time to take the quiz.

Specifics details and requirements for each assignment will be provided during the semester. There are a total of 500 points possible.

**IN-CLASS WORK AND PARTICIPATION (100 POINTS):**
Quizzes (5 @ 5 pts each): 25 pts
Attendance / Participation: 50 pts
Audio Exercise (Theme Music): 15 pts
Video Exercise (Video Introduction): 20 pts

**NICHE SITE (175 POINTS):**
Launch kit: 75 pts
Weekly blog posts (10 @ 5 pts each): 50 pts
Site promotion: 50 pts

**MULTIMEDIA STORIES (225 POINTS):**
Alternative story form: 25 pts
Digital audio: 50 pts
Digital video: 50 pts
Final project: 100 pts

This course will use the +/- system with the following grade distribution:

| A+ | 97-100% | B+ | 87-89% | C+ | 77-79% | D+ | 67-69% | F | 0-59% |
|---|---|---|---|---|---|---|---|---|---|
| A | 93-96% | B | 83-86% | C | 73-76% | D | 63-66% | | |
| A- | 90-92% | B- | 80-82% | C- | 70-72% | D- | 60-62% | | |

## COURSE POLICIES

**Attendance:** Attendance and participation are very important in this course. You are expected to attend every class period, arriving on time and staying until class is dismissed. Attendance is required

during in-class work sessions, unless you are explicitly given permission to work outside of the classroom.

**Excused absences:** Excused absences will be granted only if (a) you have a legitimate reason for missing class (e.g. documented illness, family emergency, religious holiday, etc.) and (b) you let Brian know via email about your absence <u>prior to the start of the class period you are missing</u>. Failure to give prior notification or a less-than-legitimate reason will result in an unexcused absence. Everyone gets <u>one</u> "grace" absence. Each additional unexcused absence will result in an automatic 5-point deduction from your attendance/participation grade.

**Makeup Work**: Quizzes and assignments completed in class cannot be made up later. If you miss class, it is your responsibility to learn what was covered that day and acquire notes from your fellow classmates. Please, do no send me emails that ask "What did I miss?" or "Did I miss anything important?" The answers are "Lots" and "Yes." I am happy to discuss missed materials during my office hours, but I cannot cover the material in the same amount of detail as I can during class.

**Late Policy**: Each assignment will have a specific due date and time. Work submitted after the assigned due date and time will be considered late and will be marked down 10% immediately. Late work will be marked down an additional 10% for each 24-hour period after the original due date. Assignments turned in more than 5 days after the due date will be awarded no points.

**Original Work:** Everything you submit for credit must be original content produced for this course. If you have a relevant job or internship and you want to use content produced in this course for those purposes, you must speak with me in advance to request permission and work out arrangements. You cannot simply repurpose or repost content you have produced for another course or venue. Doing so is considered academic misconduct.

**Academic Misconduct:** Academic misconduct occurs when you (intentionally or unintentionally) present someone else's words or ideas as your own. According to the University of Iowa Academic Policies, academic misconduct includes, but is not limited to:
- Presenting ideas from sources that you do not credit
- Using direct quotations without quotation marks and/or without crediting the source
- Paraphrasing information and ideas from sources without crediting the source
- Failing to provide adequate citations for material obtained through electronic research
- Submitting material created/written by someone else as one's own, including purchased research papers, artistic works, photography, and electronic media.

Students are responsible for understanding this policy. If you have questions, please ask me for clarification. Clear evidence of academic misconduct will result in a failing grade for the assignment and possibly the course. Per college policy, we are required to report academic misconduct the College of Liberal Arts & Sciences.

**Electronic Communication**: As per university policy, you are responsible for all official correspondences sent to your University of Iowa e-mail address (@uiowa.edu).

**Communication with Brian**: I make every effort to respond to student emails within 24 hours. Typically, I respond sooner than that. While I prioritize my interactions with students, I do have other commitments (meetings, research, family, sleep, etc.) that may keep me immediately responding to your emails. I am happy to offer feedback and answer specific questions over email, but I will not answer a barrage of questions or review full drafts of assignments over email. If your email would take me more than 5 minutes to answer, I will advise you to visit my office hours or schedule an appointment.

**Sending emails**: I recommend [Miriam Posner's guide for emailing someone you don't know](#), whether you are contacting a potential source, a professor, or a potential employer. In short, be polite and be considerate of the receiver's time and energy.

## The College of Liberal Arts and Sciences Policies and Procedures

**Administrative Home.** The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Academic Policies Handbook at [https://clas.uiowa.edu/students/handbook](https://clas.uiowa.edu/students/handbook).

**Electronic Communication.** University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences ([Operations Manual, III.15.2](#), k.11).

**Accommodations for Disabilities.** The University of Iowa is committed to providing an educational experience that is accessible to all students. A student may request academic accommodations for a disability (which includes but is not limited to mental health, attention, learning, vision, and physical or health-related conditions). A student seeking academic

accommodations should first register with Student Disability Services and then meet with the course instructor privately in the instructor's office to make particular arrangements. Reasonable accommodations are established through an interactive process between the student, instructor, and SDS. See https://sds.studentlife.uiowa.edu/ for information.

**Nondiscrimination in the Classroom.** The University of Iowa is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University's Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity, diversity@uiowa.edu, or visit diversity.uiowa.edu.

**Academic Honesty.** All CLAS students or students taking classes offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty: "I pledge to do my own academic work and to excel to the best of my abilities, upholding the IOWA Challenge. I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty." Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled (CLAS Academic Policies Handbook).

**CLAS Final Examination Policies.** The final examination schedule for each class is announced by the Registrar generally by the fifth week of classes. Final exams are offered only during the official final examination period. No exams of any kind are allowed during the last week of classes. All students should plan on being at the UI through the final examination period. Once the Registrar has announced the date, time, and location of each final exam, the complete schedule will be published on the Registrar's web site and will be shared with instructors and students. It is the student's responsibility to know the date, time, and place of a final exam.

**Making a Suggestion or a Complaint.** Students with a suggestion or complaint should first visit with the instructor (and the course supervisor), and then with the departmental DEO. Complaints must be made within six months of the incident (CLAS Academic Policies Handbook).

**Understanding Sexual Harassment.** Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI [Office of the Sexual Misconduct Response Coordinator](#) for assistance, definitions, and the full University policy.

**Reacting Safely to Severe Weather.** In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the [Department of Public Safety website](#).

## SCHEDULE

*Schedule is subject to change, including topics, readings, and exemplars. Check the course site regularly for updates.*

### WEEK 1 – INTRODUCTION
Tuesday, 1/16 – Course Overview

Thursday, 1/18– Niche Reporting Online

### WEEK 2 – DIGITAL STORYTELLING
Tuesday, 1/23 – New Media, Old Values

Thursday, 1/25 – Developing Your Writing Style

### WEEK 3 – VISUAL BRANDING
Tuesday, 1/30 – Developing Your Visual Brand

Thursday, 2/1 – Visual Brand Exercise

### WEEK 4 – PREPARATING TO LAUNCH
Tuesday, 2/6 – In Class: Revise Launch Part 1

Thursday, 2/8 – In Class: Revise Launch Kit Part 2

## WEEK 5 – LAUNCHING AND MARKETING YOUR SITE

Tuesday, 2/13 – Site Launch

Thursday, 2/15 – Promotion & Engagement

## WEEK 6 – BLOGGING BEYOND TEXT

Tuesday, 2/20 – Web Analytics

Thursday, 2/22 – Alternative Story Forms

## WEEK 7 – AUDIO STORYTELLING

Tuesday, 2/27 – In Class: Revise Alternative Story Form

Thursday, 3/1 – Audio Storytelling

## WEEK 8 – DIGITAL AUDIO TECHNOLOGY

Tuesday, 3/6 – Digital Audio Technology: Editing & Looping

Thursday, 3/8 – In Class: Audio Exercise

## SPRING BREAK

## WEEK 9 – VISUAL STORYTELLING

Tuesday, 3/20 – Revise Digital Audio Story

Thursday, 3/22 – Digital Video

## WEEK 10 – VIDEO TECHNOLOGY

Tuesday, 3/27 – Video Exercise

Thursday, 3/29 – Final Cut Pro: Intermediate Editing

## WEEK 11 – VIDEO TECHNOLOGY
Tuesday, 4/3 – Final Cut Pro: Titles and Animation

Thursday, 4/5 – Introduce the Final Project

## WEEK 12 – VIDEO CRITIQUES
Tuesday, 4/10 – In Class: Revise Video Story

Thursday, 4/12 – Video Critiques

## WEEK 13 – FINAL PROJECTS
Tuesday, 4/17 – Discuss Final Project Pitches

Thursday, 4/19 – Final Project Work

## WEEK 14 – FINAL PROJECTS
Tuesday, 4/24– Final Project Work

Thursday, 4/26 – Final Project Work

## WEEK 15 – FINAL PROJECTS
Tuesday, 5/1 – Revise Final Project

Thursday, 5/3 – Revise Final Project

## FINALS WEEK (TIME AND DATE TBA)