



Digital Communication

IMED 1359 – Writing for Digital Media

Spring 2019

Distance Education – Online Instruction

2 Hour Lecture/ 4 Lab /144 hours per semester/ 16 weeks

Course Description

Written communication for digital media environments including professional websites or other digital content.

Instructor: Carolyn Tan

Instructor Contact Information: Email: Carolyn.Tan@hccs.edu

Phone – 713-718-7894

Office location and hours: Hayes Campus C316

T/Th: 8:00-10:00am

Please feel free to contact me concerning any problems or concerns that you are experiencing in this course. You do not need to wait until you have received a poor grade before asking for my assistance. Your performance in my class is very important to me. I am available to hear your concerns and just to discuss course topics. You can contact me via phone or email for an appointment.

Course Level: Intermediate

Type of Instruction: Distance Education – Online learning

Total Course Contact Hours

Credit and Lecture 96.00;; External Hours: 48 hours

Note: One hour of classroom instruction equates to a minimum of 1.5 hours of out of class student work for each week. External hours of student work may include assignments, projects, research, exam certification practice, and/or field trips.

Example: 2 lecture, 4 lab hours

Lecture 2 hrs x 16 weeks = 32 hrs Lab

hours 4 hrs x 16 weeks = 64 hrs

External Hours 3 hrs x 16 weeks = 48 hrs

TOTAL hours = 144 hours

Prerequisites

None

Frequent Requisites

MATH 0306

GUST 0341

Academic Discipline/CTE Program Learning Outcomes:

1. Demonstrate ability to select and apply industry standard software in design.
2. Design and demonstrate use of software and techniques in Digital Communication's practical applications.
3. Develop a portfolio of work that demonstrates proficiency in skills for employment.
4. Present a portfolio of work that demonstrates proficiency in skills for employment.

Course Student Learning Outcomes (SLO): 4 to 7

1. Write for general or targeted audiences while using accepted standards of grammar and language.
2. Generate ideas for digital media content.
3. Gather, evaluate, and edit data to use in content development.
4. Use Internet technologies to publish information.

Learning Objectives (Numbering system should be linked to SLO -- e.g., 1.1, 1.2, 1.3, etc.)

- 1.1 Utilize the Associated Press Stylebook for content, mechanics and writing style.
- 2.1 Consider current events in a variety of areas of interest, including politics, social issues, science and technology, business and industry, religion, sports, entertainment.
- 3.1 Analyze ethical considerations in dealing with Internet audiences and in achieving professional relationships via the Internet.
- 3.2 Conduct virtual or face--to--face interviews with subject matter expert.
- 3.3 Investigate and practice information gathering techniques using face--to--face interviews and using the Internet.
- 4.1 Apply markup to writing assignments in preparation for publishing on the Internet.

12 WEEK CALENDAR

The following calendar is a tentative outline of what we will be doing this semester. This calendar is subject to change. The instructor reserves the right to change assignments, projects, and dates as deemed necessary. You will be informed of any changes in class AND by the instructor's posts to the Eagle Online classroom for this course

Unit	Topics	Assignments	Quiz
Unit 1	Course Introduction Target Audience <ul style="list-style-type: none"> -- Definitions -- Adapting information to audience -- Engaging Audience 	Discussion: Introduce Yourself Exercise 1: Introduction to Writing	Filak CH 1, Syllabus Quiz
Unit 2	Accuracy Facts and Research <ul style="list-style-type: none"> -- Vague Terms 	Exercise 2: The Telephone Game	Filak CH 2
	Grammar Style and Basics <ul style="list-style-type: none"> -- Sentence structure -- Sentence length -- The dictionary -- The Big Three 	Exercise 3: AP Style Assignment	Filak CH 3, AP Style Quiz
Unit 3	Basic Media Writing <ul style="list-style-type: none"> -- the 5 "B"s -- inverted pyramid -- Leads 	Exercise 4: Writing Leads	Filak CH 4
Unit 4	Interviewing <ul style="list-style-type: none"> -- Research -- Calling the meeting -- Interaction -- Multimedia -- The questions! -- The flow 	Project 1: Conduct an Interview	Filak CH 5
Unit 5	Writing for the Web <ul style="list-style-type: none"> -- Blogging -- Interactive Elements -- Engaging readers -- Social Media -- Live Events 	Exercise 5: Writing a portal page	Filak CH 6
	Law and Ethics <ul style="list-style-type: none"> -- 1st Amendment -- Libel -- Legal Defence -- Copywrite -- Ethics 	Exercise 6: Law and Ethics assignment	Filak CH 7

Unit 6	Reporting Basics -- Event coverage -- News Beats -- Features -- Profile Writing -- Localizations	Project 2: Write an article	Filak CH 8
	Writing for Traditional Print -- Nuances -- Inverted Pyramid Revisited -- Beginning, Middle, and End -- Encapsulated Quote	Exercise 7: Write a news column with encapsulated quotes	Filak CH 9
Unit 7	Writing for Video/Screencast -- Writing Consistency -- Structure -- Types of Stories	Exercise 8: Write a 90 second story for video	Filak CH 10
	Public Relations -- definitions -- Types of PR Writing -- Keys to PR	Exercise 9: Write a press release	Filak CH 11
Unit 8	Advertising -- Definitions -- The Creative Brief -- Message Formation -- Writing in Advertising	Project 3: Create an Advertisement	Filak CH 12
	Marketing -- Branding -- Campaigns -- Copywriting a Brand -- Writing Creatively	Exercise 10: Market a Product	Filak CH 13
Week 9	Applying Writing to Digital Communication -- Graphic Designers -- Web Developers -- Video Production	Exercise 11: Proposal for Final	Filak CH 14
Week 10	Workshop Final	Exercise 12: Thumbnails and Final	
Final Week	Final Presentations	Final Project: Create a campaign in your medium	

Instructional Methods

Writing is an important part of digital communication and there are fewer and fewer people who are employed specifically to write. Thus it is important for us as creative students, artists, and professionals to adopt skills in writing because there is a high likelihood you will have to do so

many times during your career. In this course, you will learn how to write all the different types of situations present in graphic design, web, multimedia, and other digital communication situations. You will also learn how to learn, and most importantly we will learn how to creatively think and solve problems.

The key to doing well in this course is first and foremost treat this course as if you were showing up to a physical class twice a week and receiving instruction, assignments, and readings that need to be finished on a weekly basis. Work each assignment as if it were a final exam or something someone is paying you to do. Also, turn all assignments in on time. Keep up with the reading schedules. Check Eagle Online at least twice each week. Make sure to post to the discussion board, and take the quizzes for this course.

Student Assignments and Projects: Start your projects well ahead of the due date as you will need time to create and sort things out. You will find project requirements on Eagle Online web site for this course.

Assignments, projects and activities have been developed to guide your learning and concept development as a writer of digital media. To better understand a topic/concept, you will be given assignments on key information that you will need to remember for your success in your career.

Please note that since this is an online course. I will engage you weekly, however, you will have to be a regular self--starter in tackling the course work. As you learn new concepts and applications;; you will apply the knowledge to your exercises and projects (you will find these assignments and the requirements for them on Eagle Online).

Student Assignments

This course includes assignments from the following

- readings of textbook (Filak) chapters, lecture notes and PowerPoints
- viewing videos
- discussion (forum) readings and postings
- written exercises and a final paper in various parts

Where to Find the Assignments

You will find instructions for assignments in each module. Read the Home page in each module to learn more.

How to Submit the Assignments

- Discussions on Forum: You will submit short assignments by typing your response in the text entry box on the forum topic page. Typically, unless otherwise state, you will be responsible for posting your responses to discussion topics, reading responses from fellow students and instructor, and responding to at least two classmates on each topic assignment.
- Writing Exercises: You will submit longer/more intensive assignments by uploading a file on the assignment submission page. The files you attach will need to be Microsoft Word .doc or.docx files.
- Final Paper: You will research, develop, write, and submit a term paper that will consist of about 5 different parts that will include topic statements, proposal, and 2 separate drafts. All these parts will be uploaded like the writing exercises.

- Even if you have technical problems, you are still responsible for submitting assignments by the due date. Computers are available on campus for your use. If necessary, you can turn in a paper copy of an assignment to me in my office.
- All assignments/projects are due on the day listed on Eagle Online for each assignment. Assignments may be completed in class or lab. The assignments must be completed on software programs used in class. Do not make substitutions.
- To turn in assignments you must turn each assignment in to the specific area of our Eagle Online area. Each exercise and project will have its own specific area to turn in work. Do not turn in work via email – This instructor does not accept work turned in via email.
- Requirements for each assignment, exercise, and project will be posted to Eagle Online – check this area regularly to understand what you are responsible for.

Student Assessments

Assessments in the form of quizzes are an important way for you to understand your progress in our course. Please make sure to complete all quizzes so that you may track your progress.

Syllabus Quiz: This quiz covers content in the syllabus and the Eagle Online START HERE module. You must get 100% correct on this quiz, but you will have an unlimited amount of attempts to take it. You will take this quiz within the first 10 days of the class. The scheduled date is on Eagle Online and in the course outline.

AP Style Quiz: This quiz covers content in the AP Stylebook. You must get 100% correct on this quiz, but you will have an unlimited amount of attempts to take it. The scheduled date is on Eagle Online and in the course outline.

Weekly Quizzes: You will have weekly quizzes which typically cover 1 textbook (Filak) chapter and other note, lecture, video, and audio content from that week's module. There are no exams, midterm, or final exam.

Instructor Requirements

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived
- Facilitate an effective learning environment through class activities, discussions, and lectures
- Description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness and make up
- Provide the course outline and class calendar which will include a description of any special projects or assignments (This will be found in our Eagle Online Course area.
- Arrange to meet with individual students before and after class as required

To be successful in this class, it is the student's responsibility to:

- Attend class and participate in class discussions and activities
- Read and comprehend the textbook
- Complete the required assignments, projects and exams:
- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts and all assignments, and project files.
- Complete the field study with a 70% passing score
- Have previous knowledge of how to use a computer: save and find files, and use the

- internet.
- Adhere to HCC, department and instructor policies

Deadlines and Late Work

All assignments are due on the day noted. Deadlines are a part of the grading as meeting deadlines are just as important as the actual work. Time is money to clients. Time is money to you also especially if you work as an independent contractor or an entrepreneur. Late work will be penalized severely according to the following Digital Communication department guidelines:

<i>1 minute – 24 hours late</i>	<i>– 25% grade deduction 24:01 –</i>
<i>48 hours late</i>	<i>– 50% grade deduction</i>
<i>48:01 – 72 hours late</i>	<i>– 75% grade deduction over 72</i>
<i>hours late</i>	<i>– grade of zero</i>

Instructor Grading Criteria

Your instructor will conduct quizzes, discussions and assessments that you can use to determine how successful you are at achieving the course learning outcomes (mastery of course content and skills) outlined in the syllabus. If you find you are not mastering the material and skills, you are encouraged to reflect on how you study and prepare for each class. Your instructor welcomes a dialogue on what you discover and may be able to assist you in finding resources on campus that will improve your performance.

Grade Weights for Semester work:

Writing Exercises	50%
All Quizzes	25%
Discussions	10%
Final Project	15%

HCC Grading Scale

A = 100 – 90;; 4 points per semester hour
B = 89 – 80: 3 points per semester hour
C = 79 – 70: 2 points per semester hour
D = 69 – 60: 1 point per semester hour
59 and below = F 0 points per semester hour
IP (In Progress) 0 points per semester hour
W (Withdrawn) 0 points per semester hour
FX (Withdrawn After Deadline) 0 points per semester hour
I (Incomplete) 0 points per semester hour
AUD (Audit) 0 points per semester hour

IP (In Progress) is given only in certain developmental courses. The student must re--enroll to receive credit. COM (Completed) is given in non--credit and continuing education courses. To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades “IP,” “COM” and “I” do not affect GPA.

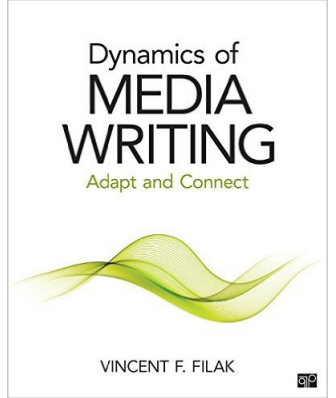
Program/Discipline Requirements

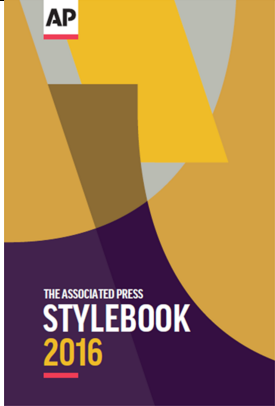
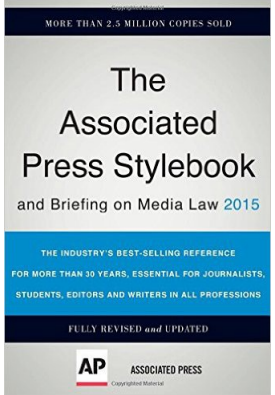
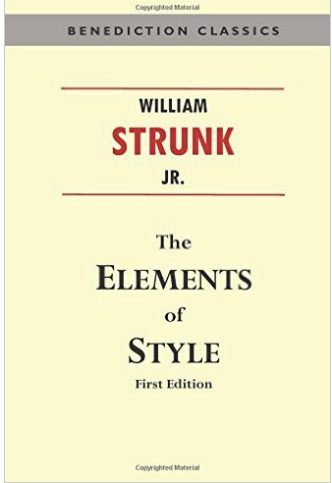
- Complete and comprehend the objectives and technologies involved in all graded assignments.

- Demonstrate the ability to apply creative thinking and problem solving to all class projects and assignments.
 - Complete all reading assignments pertaining to the subject matter of the course.
 - Attend class regularly, missing no more than 12.5% of instruction and lab time(12 hours)
 - Arrive at class promptly and be prepared with necessary books, storage media, assignments, and anything else required.
 - Exhibit safe and courteous lab habits.
 - Develop and share knowledge and information with fellow students.
 - Participate in keeping labs clean and organized;; shutting down computers when finished;; abiding by lab rules;; showing respect for instructors, fellow students and lab assistants.
 - Participate in class discussions and critiques.
 - Demonstrate the ability to communicate in a clear, coherent manner.
 - Turn in all assignment on time and in the manner required by the instructor.
 - Demonstrate the ability to use computer----based technology and software applications as it applies to be given class.
 - Understand and be proficient in computer file management, including saving and retrieving files.
 - When possible, demonstrate the ability to use and understand both Macintosh and Window operating systems.
 - Demonstrate knowledge and the ability to use applicable peripherals and storage devices.
 - Develop a portfolio that illustrates concepts, techniques, and programs used in solving class assignment, including a written statement describing project concepts and processes.
 - Demonstrate ability and creativity in using computer----based technology in communicating, solving problems and acquiring information.
- Accept responsibility for personal understanding of course requirements and degree plan.

Instructional Materials

Textbooks (You may get the latest edition for each of these textbooks)

<p>Dynamics of Media Writing By Vincent F. Filak (Editor)</p> <p>CQ Press, an imprint of SAGE Publications Inc., 2016</p> <p>ISBN--13: 978--1483377605 ISBN--10: 1483377601</p>	
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<p>AP Stylebook 2016</p> <p>ISBN: 978--0--917360--63--3</p> <p>(Paper copy on back order until 01/25/2017, electronic copy available as is online paper check, however these options cost more money)</p> <p><u>Not on Amazon.com ORDER HERE!</u></p>	
<p>(Alternate Text)</p> <p>AP Stylebook 2015</p> <p>ISBN: 978--0465062942</p> <p>(Alternative to 2016 version, not radically different from 2016, available everywhere and cheap)</p>	
<p>(Optional Text)</p> <p>The Elements of Style William Strunk Jr.</p> <p>ISBN: 978--1781397060</p> <p>(The is an awesome and simple primer for writing proper grammar quickly. Editions around for close to 100 years. Less than \$10)</p>	

Online materials in the form of video Lectures, notes, and digital downloads.

HCC Policy Statements

Access CE Policies on their Web site:

<http://www.hccs.edu/district/students/student--handbook/>

ADA Statement

Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc.) who needs to arrange reasonable accommodations must contact Dr. Becky Hauri at 713--718--7910 in the Southwest College Disability Support Services Office at the beginning of each semester. Faculty is authorized to provide only the accommodations requested by the Disability Support Services Office.

To visit the ADA Web site, log on to www.hccs.edu, click Future Students, scroll down the page and click on the words Disability Information.

"The Houston Community College System seeks to provide equal educational opportunities without regard to race, color, religion, national origin, sex, age or handicap. This policy extends to employment, admission, and all programs and activities supported by the college."

Sexual Misconduct

Title IX of the Education Amendments of 1972 requires that institutions have policies and procedure that protect students' rights with regard to sex/gender discrimination. Information regarding these rights on the HCC website under Students--Anti--Discrimination. Students who are pregnant and require accomodations should contact any of the ADA Councelors for assistance. It is important that every student understands and conforms to respectful behavior while at HCC. Sexual misconduct is not condoned and will be addressed promptly.

Log in to www.edurisksolutions.org Sign in using your HSS student email account, then go to the button at the top right that says **Login** and enter your student number.

HCC Online and/or Continuing Education Policies: Access HCC Online Policies on their website:

All students are responsible for reading and understanding the HCC Online Student Handbook, which contains policies, information about conduct, and other important information. For the HCC Online Student Handbook click on the link below or go to the HCC Online page on the HCC website.

The **HCC Online Student Handbook** contains policies and procedures unique to the online student. Students should have reviewed the handbook as part of the mandatory orientation. It is the student's responsibility to be familiar with the handbook's contents. The handbook contains valuable information, answers, and resources, such as HCC Online contacts, policies and procedures (how to drop, attendance requirements, etc.), student services (ADA, financial aid, degree planning, etc.), course information, testing procedures, technical support, and academic calendars. Refer to the HCC Online Student Handbook by visiting this link: <http://www.hccs.edu/media/houston--community--college/distance--education/student--services/HCC--Online--Student--Handbook.pdf>

HCC Policy Statement:

Attendance

The 2014--15 HCCS Catalog (Page 27) states the following:

Students are expected to attend classes regularly. Students are responsible for material covered during their absences, and it is the student's responsibility to consult with instructors for makeup assignments. Instructors will check class attendance daily. Although it is the responsibility of the

student to drop a course for nonattendance, the instructor has the authority to drop a student for excessive absences.

ONLINE CLASS – Attendance is monitored by online discussions and assignment submissions.

Withdrawal Policy

The State of Texas has begun to impose penalties on students who drop courses excessively. That is, if you repeat the same course more than twice, you have to pay extra tuition. In addition, as of SUMMER 2008, students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

To help students avoid having to drop/withdraw from any class, HCC has instituted an Early Alert process by which your professor will “alert” you and counselors that you might fail a class because of excessive absences and/or poor academic performance. Contact your Professor or a Counselor to learn about what, if any, HCC interventions might be available to assist you

– online tutoring, child care, financial aid, job placement, etc. – to stay in class and improve your academic performance.

In order to withdraw from your class, you MUST contact a Counselor or your Professor and this must be done PRIOR to the withdrawal deadline to receive a “W” on your transcript. If you do not withdraw before the deadline, you will receive the grade that you have earned by the end of the semester. Zeros averaged in for required assignments/tests not submitted will lower your semester average significantly, most likely resulting in a failing grade (“F”). Please do **not** contact both a Counselor and your Professor to request a withdrawal;; either one is sufficient.

AGAIN NOTE: IT IS THE RESPONSIBILITY OF THE STUDENT TO WITHDRAW

OFFICIALLY FROM A COURSE. **Administrative drops are at the discretion of the instructor.**

Failure of a student to withdraw officially **could result** in the student receiving a grade of "F" in the course.

The final withdrawal deadline for regular term and second start classes is listed in the course calendar section. However, classes of other duration (mini--term, flex--entry, 8--weeks, etc.) have different final withdrawal deadlines. Please visit the online registration calendars, HCC schedule of classes and catalog, any HCC Registration Office, or any HCC counselor to determine class withdrawal deadlines. *Remember to allow a 24--hour response time when communicating via email or telephone with a Professor and/or counselor. Do not submit a request to discuss withdrawal options less than a day before the deadline.*

Academic Honesty & Plagiarism Policy

A student who is academically dishonest is, by definition, not showing that the coursework has been learned, and that student is claiming an advantage not available to other students. The instructor is responsible for measuring each student's individual achievements and also for ensuring that all students compete on a level playing field. Thus, in our system, the instructor has teaching, grading, and enforcement roles. You are expected to be familiar with the University's Policy on Academic Honesty, found in the catalog. What that means is: If you are charged with an offense, pleading ignorance of the rules will not help you. Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty. “Scholastic dishonesty”: includes, but is not limited to, cheating on a test,

plagiarism, and collusion.

Cheating on a test includes:

- Copying from another students' test paper;;
- Using materials not authorized by the person giving the test;;
- Collaborating with another student during a test without authorization;;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of a test that has not been administered;;
- Bribing another person to obtain a test that is to be administered.

Plagiarism means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

Collusion mean the unauthorized collaboration with another person in preparing written work offered for credit.

Violations -- Possible punishments for academic dishonesty may include a grade of "0" or "F" on the particular assignment, failure in the course, and/or recommendation for probation or dismissal from the College System. A recommendation for suspension or expulsion will be referred to the College Dean of Student Development for disciplinary disposition.

Digital Communication -- Student Profile & Syllabus Acknowledgement Form

This is MANDATORY FOR ALL CLASSES.

Students are required to fill out the web form at the following address and also print and hand turn in the paper copy to the instructor.

<http://swc2.hccs.edu/digicom/pages/profile.php>

EGLS3 ---- Evaluation for Greater Learning Student Survey System

At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research--based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.
