Applied Digital & Social Media

The University of Iowa, School of Journalism & Mass Communication

About this Course

Instructor: Dr. Brian Ekdale, brian-ekdale@uiowa.edu (mailto:brian-ekdale@uiowa.edu), E324 AJB
Office Hours: Tuesday 9-10am & Wednesday 1-3pm

Lab Assistant: Li Chen, li-chen-1@uiowa.edu (mailto:li-chen-1@uiowa.edu)
Lab Hours: Coming soon.

DEO (Interim): Dr. Julie Andsager, julie-andsager@uiowa.edu (julie-andsager@uiowa.edu), E305B Adler Journalism Bldg.

Course Description and Goals: Today, journalists and strategic communicators are being asked to produce compelling and important stories using digital and social media. While the good ol’ pen and paper have not disappeared, these tools now work alongside Twitter, YouTube, Google Maps, and the iPhone. This course is designed to give students hands on experience with the most popular digital and social media tools. Throughout the semester, you will report on a self-selected topic from multiple angles, using a variety of multimedia formats: written text, audio, slideshows, videos, map mashups, live blogs, interactive timelines, etc. Along the way, we will also discuss the changing media environment and its technical, ethical, economic, and social ramifications.

Specifically, you will:

- Learn to recognize and emulate high-quality, compelling multimedia storytelling
- Develop and maintain an individual site focused on a beat of your choosing
- Produce stories in text, image, audio, video, and interactive formats
- Collaborate with your classmates to build a targeted multimedia news site
- Grapple with the issues and opportunities facing digital and social media practitioners

http://iowadigital.wordpress.com/about/
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. We recommend a 320 GB or larger drive with FireWire 800 interface. You can find suitable drives at any office or electronics store/site.

Assignments / Grading

You will be graded on your participation in class, your individual site and story assignments, and your contributions to the class’s collaborative news site. Grading of assignments in this course is designed to correspond with the ways that 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.

Specifics details and requirements for each assignment will be provided during the semester. There are a total of 1,000 points possible.

In-Class Work and Participation (150 points):
Quizzes: 50 pts
Attendance / Participation: 100 pts

Individual Site (170 points):
Site proposal: 20 pts
Blog posts: 100 pts
Site promotion: 50 pts

Individual Stories (365 points):
Text story: 25 pts
Digital audio: 50 pts
Audio slideshow: 50 pts
Digital video: 50 pts
Alternative story form: 25 pts
Multimedia package: 165 pts

Collaborative News Site (315 points):
CNS multimedia package: 165 pts
CNS group assignment: 100 pts
CNS proposal/final site/participation: 50 pts

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

http://iowadigital.wordpress.com/about/
<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>97-100</td>
</tr>
<tr>
<td>A</td>
<td>93-96</td>
</tr>
<tr>
<td>A-</td>
<td>90-92</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
</tr>
<tr>
<td>B</td>
<td>83-86</td>
</tr>
<tr>
<td>B-</td>
<td>80-82</td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
</tr>
<tr>
<td>C</td>
<td>73-76</td>
</tr>
<tr>
<td>C-</td>
<td>70-72</td>
</tr>
<tr>
<td>D+</td>
<td>67-69</td>
</tr>
<tr>
<td>D</td>
<td>63-66</td>
</tr>
<tr>
<td>D-</td>
<td>60-62</td>
</tr>
<tr>
<td>F</td>
<td>0-59</td>
</tr>
</tbody>
</table>

Follow “Applied Digital & Social Media”

Powered by WordPress.com
Applied Digital & Social Media

The University of Iowa, School of Journalism & Mass Communication

Schedule

Schedule is subject to change. Check here often for the latest updates.

Week 1 – Introduction
Tuesday, 1/21 – Course Overview

Assigned: Individual Site (http://iowadigital.wordpress.com/assignments/individual-site/) (Weeks 3-12)

Thursday, 1/23 – Niche Reporting Online

Readings:
Producing Online News, Ch. 10 “Journalism as process” (p. 275-289) (ICON (https://icon.uiowa.edu))

Week 2 – Digital Storytelling
Tuesday, 1/28 – New Media, Old Values

Due: Individual site proposal, start of class

Thursday, 1/30 – Writing for Google and Fickle Audiences

Readings:
Producing Online News, Ch. 2 “Online news is still news” (ICON (https://icon.uiowa.edu))
The Multimedia Journalist, Ch. 6 “Writing,” (pp. 101-117) (ICON (https://icon.uiowa.edu))

Quiz #1
Assigned: Text story

Week 3 – Publishing and Promotion
Tuesday, 2/4 – Going Live

Readings:

Due: Individual site launched

Thursday, 2/6 – Social Media Promotion

Readings:


Jennine Jacob, IFB, “23 ways to promote posts & increase your blog traffic,” [http://heartifb.com/2013/04/01/23-ways-to-promote-your-blog-posts/](http://heartifb.com/2013/04/01/23-ways-to-promote-your-blog-posts/)


Assigned: Site promotion

Week 4 – Digital Audio Storytelling

Tuesday, 2/11 – In Class: Revise Text Story

Due: Text story, end of class

Thursday, 2/13 – Audio Storytelling

Readings:

Videojournalism, Ch. 11 “Interviewing,” (pp. 154-171) [ICON](https://icon.uiowa.edu)

Exemplars:

Sandhya Dirks, NPR, “Vote while you shop: ‘Pop-up’ poll sites sweep Iowa,” [http://www.npr.org/2012/10/24/163560324/vote-while-you-shop-pop-up-poll-sites-sweep-iowa](http://www.npr.org/2012/10/24/163560324/vote-while-you-shop-pop-up-poll-sites-sweep-iowa)


Manners for the Digital Age, Slate, “Call me back when you’re out of the bathroom,” [http://www.slate.com/articles/podcasts/manners_for_the_digital_age/2011/11/digital_manners_talking_on_the_phone_in_the_bathroom_.html](http://www.slate.com/articles/podcasts/manners_for_the_digital_age/2011/11/digital_manners_talking_on_the_phone_in_the_bathroom_.html)

Quiz #2

Assigned: Digital Audio story

Week 5 – Digital Audio Technology

Tuesday, 2/18 – Digital Audio Technology – Audio Editing

To prepare for Audacity training:

- Review the [Audacity tutorial](http://multimedia.journalism.berkeley.edu/tutorials/audacity/)
- If you want to use your own computer, [download Audacity](http://audacity.sourceforge.net) AND the LAME encoder [http://audacity.sourceforge.net/help/faq_i18n?i=install&i=lame-mp3]
- Create a [SoundCloud](https://soundcloud.com) account

Thursday, 2/20 – Digital Audio Technology – Music and Effects

http://iowadigital.wordpress.com/syllabus/
Week 6 – Visual Storytelling

Tuesday, 2/25 – In Class: Revise Digital Audio Story

Due: Digital audio story, end of class

Thursday, 2/27 – Digital Images and Audio Slideshows

Readings:

Videojournalism, Ch. 10 “Shooting a sequence,” (pp. 133-141) (ICON (https://icon.uiowa.edu))

Exemplars:


Quiz #3

Assigned: Audio Slideshow story

Week 7 – Visual Technology

Tuesday, 3/4 – Audio Slideshow Technology – Creating Slideshows

To prepare for Soundslides training:
- Review the Soundslides tutorial (http://multimedia.journalism.berkeley.edu/tutorials/using-soundslides/)
- Create a YouTube account (http://www.youtube.com) (I recommend setting up a new account for your niche site)

Thursday, 3/6 – Audio Slideshow Technology – Image Editing

To prepare for Photoshop training:
- Review the Photoshop tutorial (http://multimedia.journalism.berkeley.edu/tutorials/photoshop/)

Week 8 – Digital Video Storytelling

Tuesday, 3/11 – In Class: Revise Audio Slideshow

Due: Audio slideshow, end of class

Thursday, 3/13 – Digital Video

Readings:

Videojournalism, Ch. 13 “Editing the story” (ICON (https://icon.uiowa.edu))

Exemplars:


*Build.com*, “How to tint glass,” [http://www.youtube.com/watch?v=j1SBk-rBhPs&feature=plcp](http://www.youtube.com/watch?v=j1SBk-rBhPs&feature=plcp)

**Quiz #4**

*Assigned: Digital Video story*

(Blank storyboard [http://iowadigital.files.wordpress.com/2012/08/138_05storyboard.pdf](http://iowadigital.files.wordpress.com/2012/08/138_05storyboard.pdf) for first person videos)

**SPRING BREAK**

**Week 9 – Video Technology**

Tuesday, 3/25 – Digital Video Technology – Video Editing

Thursday, 3/27 – Digital Video Technology – Titles and Animation

*Assigned: Individual Multimedia Package*

**Week 10 – Alternative Story Forms**

Tuesday, 4/1 – In Class: Revise Digital Video Story

*Due: Digital video story, end of class*

Thursday, 4/3 – Alternative Story Forms

*Storify* ([http://www.storify.com](http://www.storify.com)):


*Timeline JS* ([http://timeline.verite.co](http://timeline.verite.co)):


*Google Fusion* ([http://www.google.com/drive/start/apps.html](http://www.google.com/drive/start/apps.html)):


[http://iowadigital.wordpress.com/syllabus/](http://iowadigital.wordpress.com/syllabus/)
Quiz #5

Due: Multimedia Package Pitch

Assigned: Alternative Story Form

Week 11 – Multimedia Packages

Tuesday, 4/8 – In Class: Revise Alternative Story Form story

Due: Alternative story form

Thursday, 4/10 – In Class: Work on Your Multimedia Package

Assigned: Collaborative News Site

Week 12 – Introducing the Collaborative News Site

Tuesday, 4/15 – CNS Site Topic

Thursday, 4/17 – CNS Site and Story Development

Due: Individual multimedia package, start of class

Week 13 thru Week 15 – In Class: Collaborative News Site Group Work

Final Exam (Monday, 5/13, 5:30 p.m.)

Due: Launch Collaborative News Site
Applied Digital & Social Media

The University of Iowa, School of Journalism & Mass Communication

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.

**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 prior to the start of the class period you are missing. Failure to give prior notification or a less-than-legitimate reason will result in an unexcused absence. Everyone gets one “grace” absence. Each additional unexcused absence will result in an automatic 10-point deduction from your participation grade.

**Makeup Work:** Quizzes and assignments completed in class cannot be made up. 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 sheet will specify a due date/time. Work submitted after the assigned due date/time will be considered late and immediately marked down 20%. Late work will be marked down an additional 20% 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.

**Extensions:** You may request one one-week extension for any assignment listed under “Individual Stories.” This extension allows you to turn in that assignment up to 7 days late before any late penalties are incurred. You must formally request this extension from Brian via email prior to the scheduled due date/time. No other extensions will be given.
Original Work: Everything you submit for credit must be original content produced for this course. If you have a job, an internship or work for the DI and you want to use content produced in this course for those purposes, you must speak with me in advance to request permission.

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 my students, I do have other commitments (meetings, research, 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.

Graduate Credit: Students enrolled in the Graduate College must successfully complete substantive additional work to receive credit for this class. Please talk with Brian about details within the first two weeks of the semester.

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 Student Academic Handbook. (http://www.clas.uiowa.edu/students/handbook/)

Accommodations for Disabilities: A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See www.uiowa.edu/~sds/ (http://www.uiowa.edu/~sds/) for more information.

Academic Honesty: The College of Liberal Arts and Sciences expects all students to do their own work, as stated in the CLAS Code of Academic Honesty (http://clas.uiowa.edu/students/handbook/academic-fraud-honor-code). Instructors fail any assignment that shows evidence of plagiarism or other forms of cheating, also reporting the student’s name to the College. A student reported to the College for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

CLAS Final Examination Policies: Final exams may be offered only during finals week. No exams of any kind are allowed during the last week of classes. Students should not ask their instructor to reschedule a final exam since the College does not permit rescheduling of a final exam once the semester has begun. Questions should be addressed to the Associate Dean for Undergraduate Programs and Curriculum.
Making a Suggestion or a Complaint: Students with a suggestion or complaint should first visit the instructor, then the course supervisor, and then the departmental DEO. Complaints must be made within six months of the incident. See the CLAS Student Academic Handbook. ([http://www.clas.uiowa.edu/students/handbook/x/#5](http://www.clas.uiowa.edu/students/handbook/x/#5))

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 Comprehensive Guide on Sexual Harassment ([http://www.uiowa.edu/%7Eeod/policies/sexual-harassment-guide/index.html](http://www.uiowa.edu/%7Eeod/policies/sexual-harassment-guide/index.html)) 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 Public Safety web site ([http://police.uiowa.edu/stay-informed/emergency-communication/](http://police.uiowa.edu/stay-informed/emergency-communication/)).

The Iowa Dozen

The mission of our School is to educate journalism and mass communication professionals, scholars and faculty. Through professional and creative research activities, they enhance a continually growing and evolving understanding of the social and cultural roles, responsibilities, and contexts for communicators in a democratic society, as well as in diverse global contexts.

To accomplish that mission:

**We learn to …**

1. Write correctly, clearly and well.*
2. Conduct research and gather information responsibly.*
3. Edit and evaluate carefully.*
4. Use media technologies thoughtfully.*
5. Apply statistical concepts accurately.*

**We value …**

6. Free speech and First Amendment principles for all individuals and groups.*
7. A diverse global community.*
8. Creativity and independence.*
9. Truth, accuracy and fairness.*

**We explore …**
10. Theories and concepts.*
11. The history, structure and economy of media institutions
12. The role of media in shaping cultures.

* Elements of Iowa Dozen emphasized in this course.