Applied Digital & Social Media  
JMC:3620:0001.

**Location and Time:** W332 AJB, 5:30-7:20 Tuesdays and Thursdays

**Instructor:** Heather Spangler, heather-spangler@uiowa.edu  
**Office Hours:** Tues. & Thurs. 3:15-5:15 or by appointment  
**DEO:** David Ryfe david-ryfe@uiowa.edu

**Course Description and Goals:** Today, journalists and strategic communicators are being asked to produce compelling and important stories using digital and social media. 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  
- Grapple with the issues and opportunities facing digital and social media practitioners

**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.

**Assistance:** If you need additional help and guidance with your work, check out these resources: The University of Iowa Writing Center, Speaking Center, Tutor Iowa. Access tutorials on software and more with Lynda.com, which is free for UI students by logging in through lynda.uiowa.edu.
Assignments / Grading

You will be graded on your participation in class and in small groups, your engagement with course information through reading and speaker responses, your individual site plans, and story assignments. Specifics details and requirements for each assignment will be provided during the semester. There are a total of 600 points possible.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due</th>
<th>Points Possible</th>
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</thead>
<tbody>
<tr>
<td>Attendance &amp; Participation</td>
<td>Multi</td>
<td>70</td>
</tr>
<tr>
<td>Reading Quizzes</td>
<td>Multi x 5 each</td>
<td>30</td>
</tr>
<tr>
<td>Guest Speaker Responses</td>
<td>Multi x 5 each</td>
<td>25</td>
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<tr>
<td>Weekly Posts</td>
<td>Multi x 5 each</td>
<td>55</td>
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<tr>
<td>Expert Assistance</td>
<td>Multi</td>
<td>15</td>
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<tr>
<td>Niche Proposal</td>
<td>Sept. 1</td>
<td>25</td>
</tr>
<tr>
<td>Site Promotion Plan</td>
<td>Sept. 17</td>
<td>25</td>
</tr>
<tr>
<td>Text Story</td>
<td>Oct. 1</td>
<td>50</td>
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<tr>
<td>Audio Story</td>
<td>Oct. 10</td>
<td>50</td>
</tr>
<tr>
<td>Photo Story</td>
<td>Oct. 24</td>
<td>50</td>
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<tr>
<td>Alternative Story Form</td>
<td>Nov. 5</td>
<td>50</td>
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<tr>
<td>Conference prep and attendance</td>
<td>Nov. 19 or 21</td>
<td>5</td>
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<tr>
<td>Multimedia Project</td>
<td>Dec. 10</td>
<td>165</td>
</tr>
<tr>
<td>Final Reflection</td>
<td>Dec. 12</td>
<td>50</td>
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<td><strong>Total</strong></td>
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<td><strong>600</strong></td>
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**Attendance and Participation (70 points):** You can earn up to 2 participation points per class meeting if you arrive prepared, on time, and engage in class activities in a respectful way. Each student will also be part of a smaller cohort group that can help with brainstorming and troubleshooting as the semester progresses. Based on cohort member feedback, each student can also earn up to 10 points for cohort participation.

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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A+</td>
<td>99-100</td>
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<tr>
<td>A</td>
<td>93-98</td>
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<tr>
<td>A-</td>
<td>90-92</td>
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<td>B+</td>
<td>87-89</td>
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<tr>
<td>B</td>
<td>83-86</td>
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<tr>
<td>B-</td>
<td>80-82</td>
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<tr>
<td>C+</td>
<td>77-79</td>
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<td>C</td>
<td>73-76</td>
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<td>C-</td>
<td>70-72</td>
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<td>D+</td>
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<td>D</td>
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<td>D-</td>
<td>60-62</td>
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<td>F</td>
<td>59-0</td>
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**Attendance:**

I aim to make each meeting essential and meaningful, so please plan to attend every session or risk missing something important. You cannot be successful in this class if you are not consistently present and prepared.

Out of respect for your classmates and our schedule, please arrive on time and stay for the entire class period. Failing to do so may impact your grade.

Each course meeting is worth two participation points. Being absent, underprepared, or disrespectful during a meeting will result in lost points. Excused absences include documented
illnesses and family emergencies. You must communicate with me in advance of your absence in order to retain your attendance points. Students who must miss class are accountable for all material presented and assignments given during their absence. 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.

**Late work:**
As journalists, it’s essential that you respect and meet deadlines with no exceptions.

**Late Policy:** Each assignment sheet will specify a due date. Work submitted after the assigned due date 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.

**Extension Loop Hole:** You may request one one-week extension for any major assignment. 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 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.

**A Note on Collaboration:** Work turned in to me and posted to your blog site should be your own. Although we will work as a class and in cohort groups to brainstorm and troubleshoot, you should be your own content creator and should not rely on help from classmates or others to create work you present as your own. If you have any questions about whether or not you are meeting this requirement at any point throughout the semester, please speak with me.

**Communication with Heather:** Email is the best way to reach me. Other, lesser, options include my campus phone number (319-335-3389) or looking for me in my campus office (E320 AJB). I am more than happy to meet with you, so don't hesitate to stop by my office hours or be in touch to schedule a chat at another time.

**Graduate Credit:** Students enrolled in the Graduate College must successfully complete substantive additional work to receive credit for this class. Please talk with Heather 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 Academic Policies 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 correspondence (Operations Manual, III.15.2. Scroll down to k.11).

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/ for more information.

Academic Honesty
All students taking CLAS courses 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 date and time of every final examination is announced by the Registrar generally by the tenth day of classes. 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. It is the student’s responsibility to know the date, time, and place of the 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 Comprehensive Guide on Sexual Harassment 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 website.
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.
Schedule

Week 1

**Tuesday, August 25:**
- Introductions
- Syllabus Overview
- Questionnaire
- Assignment: Niche Proposal (Due Sept. 3)

**Thursday, August 27:**
- Day 1 Do-Over
- Discussion: Niche site examples.

Week 2

**Tuesday, Sept. 1:**
- Niche Proposal due
- Present Niche Proposals
- Cohorts meeting.
- Assignment: Promotion Plan (Due Sept. 10)
- Readings:
  - “23 ways to promote your blog posts” By Jennine Jacobs, [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/)
  - “How to create perfect social media posts” By Kristin Piombino, [http://www.prdaily.com/Main/Articles/14901.aspx](http://www.prdaily.com/Main/Articles/14901.aspx)
- Reading quiz due Thursday.

**Thursday, Sept. 5:**
- Discussion: Site building and promotion
- Readings discussion.
- Cohorts meeting.
- WordPress work time.

Week 3

**Tuesday, Sept. 8:**
- Guest Speaker: Ricky Brandt of Ogilvy Public Relations and Dumbed Down Food.
- Speaker Response due Thursday.

**Thursday, Sept. 10:**
- Promotion Plan due.
- Present Promotion Plan.
- Search Engine Optimization presentation from student experts.
- Assigned: Text Story
- Readings:
  - *Producing Online News*, Ch. 10 “Journalism as process” (p. 275-289) (ICON)
  - *Producing Online News*, Ch. 5 “Editing news for searchers and scanners” (pp. 103-123) (ICON)
- Reading Quiz due Tuesday.
Week 4
**Tuesday, Sept. 15:**
- Edit Text Stories.
- Readings discussion.
- Cohorts meeting.
- Work time.

**Thursday, Sept. 17:**
- Guest Speaker: TBA
- Speaker Response due Tuesday.

Week 5
**Tuesday, Sept. 22:**
- Text Story due.
- Assigned: Audio Story.
- Audio Story examples discussion.
- Early Course Evaluation.
- Reading: Complete the Poynter self-directed course, “Telling Stories With Sound.” You will need to complete a free registration for the site to access the course. [https://www.newsu.org/courses/telling-stories-sound](https://www.newsu.org/courses/telling-stories-sound)
- Reading response due Thursday.

**Thursday, Sept. 24:**
- Sites go live! Your site should be live by the start of class. Please submit a link to the ICON drop box to confirm that you met this milestone.
- Site presentations and launch party.

Week 6
**Tuesday, Sept. 29:**
- Audacity and Garage Band training.

**Thursday, Oct. 1:**
- Guest Speaker: TBA
- Speaker Response due Thursday.
- Promotion Activity and Progress Report 1 Due on ICON.
- Cohorts meeting.

Week 7
**Tuesday, Oct. 6:**
- Work day.

**Thursday, Oct. 8:**
- Audio Story due.
- Audio Story presentations.
- Assigned: Photo Story.
- Reading:
  - *Langford’s Starting Photography*, Ch. 1 “Picture making” ([ICON](ICON))
- Reading response due Tuesday.
Week 8

Tuesday, Oct. 13:
Readings discussion.
Photoshop and Soundslides training.
Cohorts meeting.

Thursday, Oct. 15:
Guest Speaker: TBA
Speaker Response due Tuesday.
Promotion Activity and Progress Report 2 due on ICON.

Week 9

Tuesday, Oct. 20:
Photo Story work day.

Thursday, Oct. 22:
Photo Story due.
Photo Story presentations.
Assigned: Alternative Story Form.

Week 10

Tuesday, Oct. 27:
Alternative Story Form training.
Cohort meeting

Thursday, Oct. 29:
Promotion Activity and Progress Report 3 due on ICON.
NO CLASS MEETING TODAY!

Week 11

Tuesday, Nov. 3:
Alternative Story Form due.
Alternative Story Form presentations.
Assigned: Multimedia Project

Thursday, Nov. 5:
Final Cut Pro training.
Cohort meeting.
Readings:
Videojournalism, Ch. 10 “Shooting a sequence,” (pp. 133-141) (ICON)
Videojournalism, Ch. 13 “Editing the story” (ICON)
Reading responses due Thursday, the 14th.

Week 12

Tuesday, Nov. 10:
Reading Discussion.
Work day.
Cohort meeting.
Multimedia Package pitch worksheet due via ICON by the end of class.

Thursday, Nov. 12:
Readings discussion.
Sign up for one on one conferences.
Promotion Activity and Progress Report 4 due on ICON.
Assigned: Final Reflection

Week 13
Tuesday, Nov. 17:
One on one conferences.
Work on your site during our class time! You can do it!

Thursday, Nov. 19:
One on one conferences.
Work on your site during our class time! You can do it!

Week 14
Enjoy your week off for Thanksgiving!
**Weekly post requirement still stands. Please be sure you’ve scheduled something if you won’t be able to complete this while on break.

Week 15
Tuesday, Dec. 1:
Work Day (in class).

Thursday, Dec. 3:
Promotion Activity and Progress Report 5 due on ICON.
Work Day (in class).
Sign up for presentation days.

Week 16
Tuesday, Dec. 8:
Multimedia Project due.
Multimedia Project and final site presentations.

Thursday, Dec. 10:
Bloggy Awards
Course Evaluations
Final Reflection Due on ICON.
Welcome to Applied Digital & Social Media

I look forward to getting to know you during our 16 weeks together. Please fill in a few details to get us started.

Preferred name and pronunciation:

Hometown:

Academic interests/future plans:

Any special talents, challenges, or other things you want me to know about you:
In this course we will build upon your skills with software and digital and social media tools you should have learned in previous courses. We will also work with some tools that might be new. In order to get a grasp of where we stand as a group, please complete the following survey ranking your comfort level with each tool on a scale from 1 to 5 where 1 means “What the heck is that?” and 5 means “I’ve mastered this one.” I will use the results to identify student experts for each item. Experts will be available to troubleshoot and answer questions as we work with each tool during class. Each student will serve as an expert on one tool and will earn points for the effort.

**WordPress**

1 2 3 4 5

Comments:

**Audacity**

1 2 3 4 5

Comments:

**Garage Band**

1 2 3 4 5

Comments:

**Soundslides**

1 2 3 4 5

Comments:

**Photoshop**

1 2 3 4 5

Comments:

**Final Cut Pro X**

1 2 3 4 5

Comments:

**Storify**

1 2 3 4 5

Comments:

**Google Fusion**

1 2 3 4 5

Comments:

**TimelineJS**

1 2 3 4 5

Comments: