Applied Digital & Social Media
JMC:3620:0001

Location and Time: W332 AJB, 9:30-10:45 a.m. Tuesdays and Thursdays

Instructor: Heather Spangler
Office Hours: 2 to 3 p.m. Tuesdays & Thursdays or by appointment

Contact:
heather-spangler@uiowa.edu
E346C AJB
*Email is the best way to reach me

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

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.

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

**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. 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.

**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 responses, your individual site plans, and story assignments. Specifics details and requirements for each assignment are on ICON.

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<thead>
<tr>
<th>Assignment</th>
<th>Due:</th>
<th>Points Possible:</th>
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<tbody>
<tr>
<td>Attendance &amp; Participation</td>
<td>Multi</td>
<td>70</td>
</tr>
<tr>
<td>Reading Responses</td>
<td>Multi x 5 each</td>
<td>20</td>
</tr>
<tr>
<td>Weekly Posts</td>
<td>Weeks 6-14 x 5 each</td>
<td>45</td>
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<tr>
<td>Expert Assistance</td>
<td>Multi</td>
<td>30</td>
</tr>
<tr>
<td>Site Proposal</td>
<td>Sept. 4</td>
<td>25</td>
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<tr>
<td>Launch Kit</td>
<td>Sept. 15</td>
<td>40</td>
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<tr>
<td>Brand Manual</td>
<td>Sept. 18</td>
<td>25</td>
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<tr>
<td>Site Promotion Plan</td>
<td>Sept. 25</td>
<td>25</td>
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<tr>
<td>Promotion Progress Reports</td>
<td>Multi x 5 each</td>
<td>25</td>
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<tr>
<td>Audio Story</td>
<td>Oct. 4</td>
<td>50</td>
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<tr>
<td>Alternative Story Form</td>
<td>Oct. 30</td>
<td>50</td>
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<tr>
<td>Final Project</td>
<td>Dec. 4</td>
<td>150</td>
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<tr>
<td>Cohort Participation</td>
<td>Dec. 6</td>
<td>10</td>
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This course will use the +/- system with the following grade distribution:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A+</td>
<td>100+</td>
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<tr>
<td>A</td>
<td>93-99</td>
</tr>
<tr>
<td>A-</td>
<td>90-92</td>
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<tr>
<td>B+</td>
<td>87-89</td>
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<tr>
<td>B</td>
<td>83-86</td>
</tr>
<tr>
<td>B-</td>
<td>80-82</td>
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<tr>
<td>C+</td>
<td>77-79</td>
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<tr>
<td>C</td>
<td>73-76</td>
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<tr>
<td>C-</td>
<td>70-72</td>
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<tr>
<td>D+</td>
<td>67-69</td>
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<tr>
<td>D</td>
<td>63-66</td>
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<tr>
<td>D-</td>
<td>60-62</td>
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</tbody>
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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.

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.

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. Friendly reminder that it is poor etiquette to email your instructor and ask, “Did I miss anything?”

**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 10% per day. 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.

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

**Workload & In-class work time**
The UI College of Liberal Arts guidelines state that each semester hour of class time should entail around two hours per week of outside homework and class preparation for the average student. For example, in our 3 semester hour course, students should expect (on average) 6 additional hours of outside work per week or a total of around 9 hours per course per week if classroom time is included.

Although spending time outside of class is expected and important, we will reserve time in class for working on your niche site and major assignments. Students are expected to make the most of this time and come prepared to be productive.

**The College of Liberal Arts and Sciences Policies:**

**Administrative Home**
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and other policies. These policies vary by college ([https://clas.uiowa.edu/students/handbook](https://clas.uiowa.edu/students/handbook)).

**Electronic Communication**
Students are responsible for official correspondences sent to their UI email address (uiowa.edu) and must use this address for all communication within UI ([Operations Manual, III.15.2](https://operationsmanual.its.uiowa.edu/III.15.2)).

**Accommodations for Disabilities**
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student should then discuss accommodations with the course instructor ([https://sds.studentlife.uiowa.edu/](https://sds.studentlife.uiowa.edu/)).

**Nondiscrimination in the Classroom**
UI 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 at diversity@uiowa.edu or diversity.uiowa.edu.

**Academic Integrity**
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College’s [Code of Academic Honesty](https://sds.studentlife.uiowa.edu/). Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address.

**CLAS Final Examination Policies**
The final exam schedule for each semester is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this final exam information. No exams of any kind are allowed the week before finals. ([https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies](https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies))
Making a Complaint
Students with a complaint should first visit with the instructor or course supervisor and then with the departmental executive officer (DEO), also known as the Chair. Students may then bring the concern to CLAS (https://clas.uiowa.edu/students/handbook/student-rights-responsibilities).

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 must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, definitions, and the full University policy, see https://osmrc.uiowa.edu/.

Schedule

Week 1
**Tuesday, August 21:**
Introductions
Syllabus Overview
Questionnaires

**Thursday, August 23:**
Assigned: Niche Proposal (Due Sept. 4)
Discussion: Niche site examples
Cohorts and expertise groups announced

Week 2
**Tuesday, August 28:**
Guest speaker: Ricky Brandt, former ADSM student
WordPress tutorial from student experts

**Thursday, August 30:**
Guest speaker: Kevin Ripka, SJMC faculty, web designer
Cohorts meeting
Work time

Week 3
**Tuesday, Sept. 4:**
No Class!

**Thursday, Sept. 6:**
Due: Niche Proposal
Present Niche Proposals
Assigned: Launch Kit (Due 9/15) & Brand Manual (Due 9/18)

Week 4
**Tuesday, Sept. 11:**
Search Engine Optimization presentation from student experts
Cohort meetings
Work time

**Thursday, Sept. 13:**
Due: Brand Manual
Present Brand Manuals
Assigned: Promotion Plan (Due 9/25)
Reading: “Increase your Website Traffic” by Adam Connell
Cohort meetings
Work time

Week 5
**Tuesday, Sept. 18:**
Due: Launch Kit
Due: Reading Quiz 1
Assigned: Audio Story (Due 10/4)
Audio Story examples discussion
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

**Thursday, Sept. 20:**
Due: Reading Response
Guest speaker: Amy Maxmen (http://amymaxmen.com/)

Week 6
**Tuesday, Sept. 25:**
Due: Promotion Plan
Due: My Site is Live!
Site presentations and launch party

**Thursday, Sept. 27:**
Audacity and Garage Band training with student experts
Cohorts meeting

Week 7
**Tuesday, Oct. 2:**
Due: Promotion Activity and Progress Report 1
SoundCloud training with student experts
Work day

**Thursday, Oct. 4:**
Due: Audio Story
Audio Story presentations
Reading: *Langford's Starting Photography*, Ch. 1 “Picture making” (ICON)

Week 8
**Tuesday, Oct. 9:**
Due: Reading quiz
Readings discussion
Photoshop training with student experts
Cohorts meeting

**Thursday, Oct. 11:**
Due: Promotion Activity and Progress Report 2

Week 9
**Tuesday, Oct. 16:**
Round Robin Feedback Day

**Thursday, Oct. 18:**
Assigned: Alternative Story Form

Week 10

**Tuesday, Oct. 23:**
Alternative Story Form training with student experts
Cohort meeting
Work time

**Thursday, Oct. 25:**
Due: Promotion Activity and Progress Report 3

Week 11

**Tuesday, Oct. 30:**
Alternative Story Form due
Alternative Story Form presentations

**Thursday, Nov. 1:**
Assigned: Final Project (Due 12/4)
Cohort meeting
Readings:
*Videojournalism*, Ch. 10 “Shooting a sequence,” (pp. 133-141) ([ICON](#))
*Videojournalism*, Ch. 13 “Editing the story” ([ICON](#))

Week 12

**Tuesday, Nov. 6:**
Due: Reading Quiz
Reading Discussion
Final Cut Pro training with student experts
Cohort meeting

**Thursday, Nov. 8:**
Due: Promotion Activity and Progress Report 4

Week 13

**Tuesday, Nov. 13:**
One on one conferences
Work time

**Thursday, Nov. 15:**
One on one conferences.
Work time

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, Nov. 27:**
Work Day

**Thursday, Nov. 29:**
Due: Promotion Activity and Progress Report 5
Present Promotion successes and lessons learned
Work Day

Week 16
**Tuesday, Dec. 4:**
Final Project due
Final Project and final site presentations
Submit Bloggy Award votes by midnight tonight!
**Thursday, Dec. 6:**
Bloggy Awards
Course Evaluations
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:
Expert Assistance Survey
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.”

I will use the results to identify student experts for each item. Experts will work together to present a tutorial on their assigned topic and be available to troubleshoot and answer questions as we work with each tool during class.

**WordPress**
1 2 3 4 5
Comments:

**Audacity**
1 2 3 4 5
Comments:

**Garage Band**
1 2 3 4 5
Comments:

**SoundCloud**
1 2 3 4 5
Comments:

**Photoshop**
1 2 3 4 5
Comments:

**Final Cut Pro X**
1 2 3 4 5
Comments:

**Facebook Live**
1 2 3 4 5
Comments:

**Live Tweeting**
1 2 3 4 5
Comments:

**Snap Chat and Instagram stories**
1 2 3 4 5
Comments: