IT 293 – Blogging as a Tool in Career and Education

UNM Valencia, Digital Media Arts   updated 1-2012
Fall 2012
Monday | Wednesday, 1:30pm – 2:45pm
Hybrid Course
Professor: Alexa Wheeler
alexa08@unm.edu

Campus Office Hours: Monday & Wednesday   10am-10:30am & 1pm-1:30pm
                        And by appointment

Virtual Office Hours: by email, text, IM, and by appointment for live chat
                         **see "How to Contact the Instructor" below

Office: Business & Technology Building Rm. 110A

Course Description

This course is designed to provide students with a fundamental working knowledge of the technical, aesthetic, and conceptual aspects of blogging and how to join the media outlets in our Web 2.0 bubble to further career and education. Students will investigate many aspects of blogging using various tools - WordPress, twitter, LinkedIn, facebook, YouTube… These tools will be the platforms for further discussing various topics of interest - education in a social media world, the state of the digital communication networks, social networking, RSS feeds, social bookmarking, photo sharing, video sharing, security and, most notably, how to contribute your own content freely yet cautiously. Lectures, demonstrations, discussions in class and on our blogs will introduce various issues associated with the tools, media, and their content. Assigned projects, readings, presentations, and other group activities will assist in grasping a critical view of our online universe, better preparing the student for further study in higher education and beyond.

Objectives

- Demonstrate excellent understanding of the foundations of various online communication platforms and contributing thoughtful, meaningful content to its pages.
- Develop a critical appreciation for the state of the digital world today and as it has evolved and be able to use the syntax associated with debating and reviewing it.
- Demonstrate a good working knowledge of the concepts of visual principles and design in relation to online page layout.
- Enhance your ability to discuss and defend your work choices in relation to concepts, ideas, techniques, processes, and experiences.
- Understand the limitations and opportunities offered by these various media tools and apply security principles to navigating them.
- Gain an excellent working knowledge of the Mac computer and it's operating system

Student Responsibilities/Attendance/Participation

Student Responsibilities:
- Students <u>must</u> have basic computer and file management skills for all DMA courses. Custom tutoring services are available through the TLC. Required pre/co requisite is IT 101: Computer FUNdamentals. Students that fall behind due to lack of basic computer skills will be dropped.
- Bring a USB Flash Drive (at least 2 GB) to every class. Make sure it is clearly labeled with your name on it. Always keep a back up of ALL class work.
- Have a UNM email to access WebCT:
   - Students will access supplemental information, class agenda/syllabus, and their grades through WebCT at https://vista.unm.edu. Just enter your NetID and your password. You must set-up a UNM email account (https://netid.unm.edu) if you do not already have one.
- If you have a disability, please inform me of your needs as soon as possible to ensure that your needs are met in a timely manner.
- Students can choose to subscribe to the Lynda.com video tutorial service if they wish.
- Cell phones need to be muted during class times. If you must receive a call, leave the lab before you answer. No phone conversations in the studio. No web browsing, email, or text messaging during lectures, demos, discussions, or critiques.
- **COMPUTERS WILL BE OFF DURING ALL CRITIQUES!!!**

Attendance/Participation:
- Students are required to complete all projects/assignments on time, participate in scheduled critiques/class/online discussions, and maintain a safe, respectable, positive lab environment.
- Students are required to attend class, arrive on time, remain present until the end of class, and be prepared for each day's work. In hybrid courses, online and face-to-face participation is weighed equally, and missing the week's online assignments results in one absence. More than three absences without prior consultation may result in a failing grade or a drop from the class. Leaving early or arriving late three times results in one absence.
- If you have not attended class for three consecutive class periods and have made no attempt to text/email/IM/contact me, you WILL be dropped.
- Students who do not attend the first week of class will automatically be dropped.
- Students will need to work a few hours each week in addition to the scheduled class times. Open lab hours will be announced

Grading Policy

Grading:
- Grading is based on a timely completion of course assignments, the quality of individual technical and critical development, conceptual progress, personal commitment and the ability to work in both community studio settings and online virtual environments.
- Personal commitment involves regular attendance, consistent effort, the timely completion of work, participation in critiques/class/online discussions, and the general willingness to try. Make each project meaningful to yourself!
- All due dates will be announced on WebCT, on twitter, as well as on the syllabus. No full credit will be given for any late work. If an assignment is not presented on time, an automatic 0 will be issued. You will have until the end of the semester to complete the work and a fair grade, minus an automatic one-letter grade deduction, will be issued once the work has been submitted.
- Incompletes are rarely issued. If 75% of the semester's work/projects/deliverables and participation/attendance have been completed with a satisfactory grade, and incomplete may be issued.

Grading Breakdown

Semester Requirements:

Personal Blog Assignments (6)	60 points	12 points each
Weekly Blog Comments (2/week)	10 points	
Class Blog Assignments (1)	10 points	
Applied social media activities	8 points	

- Twitter
- LinkedIn
- YouTube
- Other tools….

Extra Credit:

Extra Credit   10 points maximum for the semester

Points will be added up and a letter grade will be issued according to the following scale:

A+	101+
A	94-100
A-	90-93
B+	88-89
B	84-87
B-	80-83
C+	78-79
C	74-77
C-	70-73
D+	68-69
D	64-67
D-	60-63
F	50-59

Support Information, Resources, & Tutorials

Open Studio Time – Digital Media Arts Open Lab:
- Located in Room 123A in the Business & Technology Building (directly in front of the current B&T open computer lab Room 123). You will need to enter the lab through the current B&T computer lab and sign-in to use the computers.
- Monday through Thursday 8:00am to 8pm & Friday 8:00 am to 2:00 pm

Support for WebCT: WebCT help: http://webctinfo.unm.edu/student/.

DMA / UNM Valencia Tutoring Services:
- We are proud to have our very own DMA tutor available for Digital Media Arts specific courses! You can walk-in or if you prefer to make an appointment during these times, please call the Learning Center at 925-8900.
- Custom tutoring services are available through The Learning Center http://www.unm.edu/~tutor/. Even online tutoring is available!

Instructor Support:
- Please see "How to Contact the Instructor" for methods of contacting the instructor for help.

Community Support:
- We will have a HELP FORUM discussion board in the WebCT course. Use this as a place to post questions to the community. It is important for peer learning and peer communication to enhance our community.

How to Contact the Instructor

Weekly Office Hours:
- Office Hours are held weekly on-campus and virtually.
- On campus, the office hours are:
    - Mondays & Wednesdays– Monday & Wednesday 10am-10:30am & 1pm-1:30pm in B&T Rm. 110A, or check other DMA classrooms
    - Also, by appointment
- Virtually, reach me any other time through email, text, IM (see below).

Email:
- I prefer all email to be from the internal WebCT class email. How to email through WebCT is clearly explained in the "Getting Started" Learning Module. I will check this WebCT email regularly and will respond to all emails within 48 hours, and usually sooner.
- Although less preferred, you can email me at alexa08@unm.edu. In the Subject Line of the email, ALWAYS write your full name and class number. For example – "Laurie Anderson ARTS 130"

Instant Messaging:
If I am available to talk, I will set my status to online. You will first need to set up an account with the
  following services, then you can use these IM services:

Google Talk - "alexatoast"
    Set up a Gmail account: gmail.google.com
    Email me with your gmail address: alexatoast@gmail.com
    I will add you & you add me to your buddy list
    GOOGLE TALK HELP: http://www.google.com/support/talk/?hl=en

Yahoo Messenger – "alexatoast"
    Download Yahoo Messenger:
        Mac: http://messenger.yahoo.com/download/
        PC: http://messenger.yahoo.com/download/win/
    Once successfully downloaded, open the program. Add me to your contacts by clicking on the "+" at the bottom left of the screen. My Messenger ID is – alexatoast@yahoo.com

AIM (AOL instant messaging) – "alexawheeler"

Skype – "alexatoast"
    Download a Skype account:
        Mac: http://www.skype.com/download/skype/macosx/
        PC: http://www.skype.com/download/skype/windows/
    Once successfully downloaded, open the program. You can "call" me by typing – alexatoast – in the search bar.
    SKYPE HELP: http://www.skype.com/help/guides/

WebCT Chat:
If I am online in the WebCT system, invite me to chat!

Text:
You can also reach me **BY TEXT ONLY** at: 505-515-1055. I WILL NOT answer phone calls and ask that you please NEVER LEAVE A MESSAGE!!! Any messages left by students will be deleted and will not constitute an attempt at communication. In the event of an absence, you will be counted unexcused if you only left a message and made no other written attempt at communication. All communication between instructor and student outside of class time MUST be in written format for this class. If you must reach me or have an emergency, USE: email, IM, text, or my office phone (if needing to leave a message – as a last resort) at 925-8702.

Course Schedule

Fall 2012:
2nd 8-week semester begins Monday, October 15
2nd 8-week semester ends Saturday, December 8
HOLIDAYS:
Thanksgiving Break: November 22-25

Dates	Schedule	Project & Assignment Due Dates
Week 1	• Introductions • Review Syllabus • Review WebCT • Lecture • Equipment Overview • Supplies Overview • Networking in the classroom • Lynda.com – optional! • Watch Frontline – Digital Nation – PBS.org – in class	- setting up blog - understanding "roles" - Commenting on blogs thru WebCT
Week 2	• Lecture • Demo • WordPress • Watch "Art & Copy" – Netflix streaming – in class	- setting up twitter & WordPress - Class blog - review - Personal Blog Entry #1 due - Response - Frontline
Week 3	• Lecture • Demo • Death and Social Media	- Personal Blog Entry #2 due - Response – Art & Copy
Week 4	• Lecture • Demo • Bloggers Legal Guide	- Personal Blog Entry #3 due - Response – Death and Social Media
Week 5	• Lecture • Demo • What Does Technology Want? – radiolab •	- Personal Blog Entry #4 due - Response – Bloggers Legal Guide
Week 6	• Lecture • Demo	- Personal Blog Entry #5 due - Response – What Does Technology Want?
Week 7	• Lecture • Demo	- Personal Blog Entry #6 due - Self-Directed
Week 8	• Blog presentations • Class blogs due	- Presentations