IT 293 – Blogging as a Tool

UNM Valencia, Digital Media Arts   updated 8-2013
Fall 2013
UNM Learn Online Course
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Course runs October 15 – December 7, 2013

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, online discussions in class and blog postings and participation will introduce various issues associated with the tools, media, and their content. Assigned projects and other online 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.
- Demonstrate and excellent grasp of using online blogging platforms, managing a blog, and providing meaning online content.
- 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.

Student Responsibilities

- Have a UNM email and NetID to access UNM Learn.

- Students MUST have access to a computer with **high-speed Internet** for this course. A dial-up connection WILL NOT be suitable for much of the content delivered for this class. If you do not have access to a computer with high-speed internet at home, you can access a computer at:

  - **UNM Valencia Campus Computer Labs:**
    - Library Computers - http://www.unm.edu/%7Eunmvclib/
    - The Learning Center Labs - http://www.unm.edu/~tutor/
    - DMA Open Lab – Room 123A B&T
    - Business & Technology Lab - http://vc.unm.edu/Busntech/complabhours.htm

- o **Los Lunas Public Library** - http://www.loslunasnm.gov/index.aspx?nid=103
- o **Belen Public Library** - http://www.belen-nm.gov/library.htm
- o **Bosque Farms Public Library** – http://www.bosquefarmspubliclibrary.org/
- o **Albuquerque Public Library** - http://www.cabq.gov/library/
- o **Other sources:**
  - ▪ UNM Main Campus Computer Labs - http://its.unm.edu/pods/
  - ▪ Other public libraries
  - ▪ Rent time: Kinko's, Staples. Office Max (not recommended – very expensive!)

- Students <u>must</u> have basic computer and file management skills for all DMA courses, especially online courses. Students that fall behind due to lack of basic computer skills will be dropped.

- Students must successfully complete all online requirements and be an active participant in this online course's community

- Students must log on to this course at a minimum of three times a week. It is a requirement to check your email regularly for any communication from the instructor. I honestly suggest logging into this course DAILY.

- Be prepared to spend, on average, anywhere from 4 - 6 hours per week on this course.

- Always keep a backup of your work!

- Any form of plagiarism is strictly prohibited.

- 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.

Method of Instruction

Methods of instruction include online lecture, threaded discussions, reading online articles/ websites, and other activities will all presented to the student through Weekly Learning Modules. This course is run from week to week on Tuesday. This means that you will have from Tuesday, when the Learning Module is opened, to the next Monday at midnight MOUNTAIN TIME to complete and submit all course requirements for that particular week.

Lecture – In the Weekly Learning Module, the student will access the lecture. The lecture will be presented in any number of formats, including written, photo, audio, video, and more.

Threaded Discussion –You will be required to participate in discussions throughout the semester meant to simulate classroom discussion. The due date for discussion postings is located on the course schedule and in the Yellow Box on our class home page, and always in the learning modules. The student should post his/her own reply to the listed topic and then post a reply to at least three other student's postings before each due date. I encourage you to post throughout the week, and not wait until the last day. I will not accept ANY late discussion postings for credit. Attachments are not allowed in the discussion postings.

Online Reading/Content – The student will be required to read and/or review a variety of online articles and content. Links to these articles/content will be posted in the Weekly Learning Modules.

Other Activities – There may be other learning activities associated with the weekly content of the course that will be found in the Learning Modules.

Participation

Weekly student participation and response in online courses is considered a necessary factor in the learning process. In this form of computer-based learning, weekly course participation is equivalent to class attendance. If no student response occurs during a week of the semester, the student is considered absent. Students are still held responsible for all academic work required or performed during their absence regardless of the reasons for those absences. Class participation influences your grade heavily. Participation includes:

- Successful participation in this course requires access to the correct technology with the necessary computer skills. Please see "Student Responsibilities." Not being able to access the content delivered for this course for a "slow" internet connection or inability to access a computer WILL NOT be sufficient excuses for the inability to successfully complete work for this online course.
- Students are required to complete all work on time. This includes doing the following by the posted deadline dates:
    - Complete and comprehend the weekly lecture within the week it is posted
    - Contribute to all threaded discussions in a timely manner
    - Do all the required reading within the week it is posted
    - Complete each Learning Module successfully and within the timeframe allotted
    - Prepare for and complete all blog posts and online posts in a timely and successful manner
    - Always put content into the discussion and blog posts. Attachments are not permitted.

Grading Policy

- Grading is based on a timely completion of course participation requirements, the quality of individual critical development, and a personal commitment to your work. Personal commitment involves regular participation, consistent effort, completion of work, and the general willingness to try.

- No full credit will be given for any late work. If work is not delivered on time, an automatic 0 points will be given until the work has been submitted and then will receive a one letter grade deduction (except for discussion which are not accepted late ever). No late discussion postings will be accepted. Full credit will never be issued for late work except in extreme cases and with **prior** notification – no exceptions. Attachments are not permitted.

    - There will be one discussion posting make-up assignment: To substitute for one missed discussion posting, the student can write a 500-word article summing up the missed discussion board content. The student will summarize the content of the discussion board posts based on what OTHER students have posted. The student is no longer answering and responding to the initial question(s) posed. This assures the student has read and understands the missed discussion. It is markedly more difficult to read through a discussion and summarize all the content than it is to have answered the question(s) initially. Directions on how to submit will be provided online.

- Incompletes are rarely issued. If 75% of the semester's work/deliverables and participation have been completed with a satisfactory grade, and incomplete may be issued.

Grading Breakdown

Semester Requirements:

Syllabus Quiz	5 points	
Discussions (2)	16 points	8 points each
Personal Blog Assignments (4)	52 points	13 points each
Weekly Blog Comments (2/week)	8 points	1/2 point each
Class Blog Assignments (1)	11 points	
Applied social media activities	8 points	

- Twitter
- LinkedIn
- YouTube
- Other tools….

Make-Up/Extra Credit:

Make-Up Discussion (1)   8 points

Extra Credit   will be offered throughout the semester for various points at a maximum of 10 points for the entire 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

Support for UNM Learn:
- ○ - UNM Learn help: http://UNM Learninfo.unm.edu/student/.

UNM Valencia Tutoring Services:
- ○ - Custom tutoring services are available through The Learning Center at 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 UNM Learn 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

I am not available to be reached by phone call at all for this course. To reach me, please use the following methods:

Email:

I prefer all email to be from the internal UNM Learn class email. How to email through UNM Learn is clearly explained in the "Getting Started" Learning Module. I will check this UNM Learn email regularly and will respond to all emails within 48 hours (72 hours weekends), 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 MA 210"

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/

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. All communication between instructor and student MUST be in written format for this class.

Netiquette*

Participate. In the online environment, it's not enough to show up! Instructors need to "hear" students' voices to feel their presence, and they especially need student comments to evaluate their own performance as a facilitator and teacher.

Be persistent. If students run into any difficulties, they should not wait to submit a report! Contact the instructor immediately.

Share tips, helps, and questions. For many of us, taking online courses is a new experience. There are no dumb questions, and even if a solution seems obvious, please share it with classmates!

Think twice before pushing the Send button. Both students and instructors need to be sure to say just what they meant. How will the person on the other end interpret a message? While no one can anticipate all reactions, read over each message before sending.

Remember that we can't see the grins on each others' faces. When students or instructors make a sarcastic comment, others online can't decipher if the person is serious or not. Also, when text messaging, remember that some people may not be familiar with typing shortcuts and abbreviations. Explain ideas fully and clearly, and try using emoticons! See this website for an Emoticon Dictionary: http://www.netlingo.com/smileys.php

Remember that there's a person on the other side. Students should ask for feedback if they're not sure how their ideas and comments were construed. If others disagree with what someone has said, "flaming," or ranting at someone else is unacceptable; it's the equivalent of having a tantrum, something most of us wouldn't do in a traditional classroom setting.

Stalking and derogatory comments are inappropriate. Stalking someone, or any derogatory or inappropriate comments, jokes, and forwarded emails regarding race, gender, age, religion, sexual orientation, are unacceptable and subject to the same disciplinary action that they would receive if they occurred in the physical classroom. If students have concerns about something that has been said to or about themselves or other classmates, they should let the instructor know.

*Source: http://telr.osu.edu/resources/netiquette.htm

Ohio State University

Course Schedule

Fall 2013:
2nd 8-week semester begins Monday, October 14
2nd 8-week semester ends Saturday, December 7

Dates	Schedule*
Week 1	• Week 1 Module • **Discussion 1** • **Syllabus Quiz**
Week 2	• Week 2 Module • Set up Personal Blog
Week 3	• Week 3 Module • **Personal Blog Entry 1**
Week 4	• Week 4 Module • **Personal Blog Entry 2**
Week 5	• Week 5 Module • **Personal Blog Entry 3**
Week 6	• Week 6 Module • **Personal Blog Entry 4**
Week 7	• Week 7 Module • **Class Blog Entry**
Week 8	• Week 8 Module • **Discussion 2**

*All assignment guidelines and subject matter are discussed further and in great detail in the Weekly Learning Modules on UNM Learn