

ENGL 3930 Syllabus ~ Spring 2014

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Office Hours and Location: 1:00-2:00 and 3:15-4:15 M-F, and otherwise by appointment, Academic Building 103H

Textbooks (and Daily Calendar Key):

- *The Associated Press Stylebook and Briefing on Media Law 2013*. Darrell Christian, Sally Jacobsen, and David Minthorn (eds.). New York: Basic, 2013. ISBN: 978-0-465-08299-5 [AP]
- *New Media: The Key Concepts*. Nicholas Gane and David Beer. London: Berg, 2008. ISBN: 978-1-84520-133-3 [NM]
- *Web Style Guide: Basic Principles for Creating Web Sites*. 3rd ed. Patrick J. Lynch and Sarah Horton. New Haven, CT: Yale UP, 2008. ISBN: 978-0-300-13737-8 [WSG]

Prerequisite: Grade of C or better in ENGL 1102 and completion of a 2000-level English course.

Course Description: A study of the theoretical and social implications of new media, with practical application of strategies for effective writing in multiple print, digital, and mixed media contexts.

Credit for Graduation or Transfer: This course requires a grade of C or better to count as credit toward graduation. It is also required that students must pass this course with a C or better to graduate from Gordon State College with a B.A. in English. Students planning to transfer to another school must also receive a C or better in this course in order to receive credit toward graduation at that institution as well.

Course Objectives: By the end of the semester students will (1) advance their knowledge of key theoretical perspectives relating to new media concepts and vocabulary, (2) develop advanced analytical and compositional skills related to new media practices and forms, and (3) demonstrate their aptitude by writing and editing web-based documents and through maintenance of electronic programs and resources.

Course Requirements: All students are expected to

- read assigned materials for the course,
- attend class and participate in class discussions and activities,
- complete written assignments as scheduled, and
- complete all other assignments as well as the Final Portfolio as scheduled.

Academic Dishonesty: Gordon State College's current Academic Catalog includes detailed descriptions of what actions are academically dishonest and a statement on the purpose of having an academic dishonesty policy in the first place. For the purposes of this class particularly, an act of "Academic Dishonesty" involves passing off someone else's work or ideas as your own. This rule applies to anything turned in for a grade, regardless of how minor or major that assignment is and regardless of the reason for the infraction. Ignorance of the rules for attributing ideas to others correctly is not a valid excuse; students are held accountable for documenting others' ideas correctly, so they should make certain to be present on

the days the class discusses documentation or to get the notes from a classmate who was there on that date.

Collusion is one form of academic dishonesty that is worth mentioning specifically and is defined as receiving excessive help from another to the point that a work can no longer be the product of a single author. In this class, if a submitted assignment is suspected to be the result of collusion, the teacher reserves the right to refuse credit for that work if the claimed author is unable to demonstrate sole authorship.

We will discuss documentation during Week 5, when we cover those parts of the semester that have most to do with academic honesty in general – the Media Theory/History Research Paper and to a large extent the Web Page Design Project. The particulars and principles of Gordon State College's Academic Dishonesty policy are available in the Catalog on pp. 317-18 and online at <http://www2.gordonstate.edu/catalog/current/view/C191/#academic-dishonesty>.

The Academic Catalog also outlines, among other things, the possible penalties for academic dishonesty and the process by which these penalties can be repealed. This information can also be found in the Catalog on p. 75 and online at <http://www2.gordonstate.edu/catalog/current/view/C84/#academic-dishonesty-policy>. In most cases of Academic Dishonesty for this course, a student can expect to receive no better than an F on the assignment in question. In more severe cases the student may receive a 0 for the assignment grade or expulsion from the class.

Attendance: There is no attendance requirement, but poor attendance can have an indirect negative effect on your grade. Material covered in class may or may not be covered in the textbook, so a good attendance record is important to have. Likewise, there is a good deal of reading material that will be photocopied and handed out during the class meeting before discussion of it. We have many topics to cover over the course of the semester, so we will not be able to go over material again extensively once it has already been covered. If you miss a class meeting, you are encouraged to go over any handouts you might have been given the day you missed and to ask one or more of your classmates for their notes, but your teacher may politely decline to review material that has previously been covered in class that you missed. If there was a handout given on the day that you missed class, then your teacher will give that to you when you ask for it.

There is also no further penalty for tardiness, except that if a student misses a test or part of an exam because he or she was tardy, then that missed time cannot be made up. Likewise, if a student is habitually tardy, or especially if a student's late entry into the classroom is regularly disruptive, then tardiness can negatively affect the Web-based Journal component of that student's final grade. (See below the description of "Web-based Journal" in the Course Assignments section for further details.) Students who find that tardiness will be a problem for them will be encouraged to take a seat along the wall nearest the door so that their late entry will not be a distraction to the rest of the class.

Also, absences and tardiness both can negatively affect a student's grade near the end of the semester when Multi-media Presentations of Media Theory/History Research (see below) are being conducted: part of that grade will come from your presence and attentiveness at these presentations.

Make-up Work: Elements of the Media Theory/History Research Paper and the Web Page Design Project other than the Web-based Journal assignments will be accepted late, but with a five-point penalty for each day they are past due. (This includes holidays and weekends.) To be considered on time, these documents need to be submitted any time before the conclusion of the class meeting during which they are due. In the case of the paper, it also needs to be printed out. Submission after the conclusion of that class meeting makes that assignment one day late, two days late twenty-four hours later, and so on.

For differing reasons, there are certain elements of the course grade that cannot be made up. Web-based Journal assignments are always group-based, so there is no way for these activities to be made up for credit unless the student was absent from class the day the assignment was due. In that case, the missed homework assignment will not be accepted for a grade if submitted at any other class meeting except the next one that student attends. Waiting too long to request missed information about homework assignments is not a valid excuse for not having those assignments completed.

Midterm and Final Exams can be made up, but only after students establish valid excuses for having missed them and then make arrangements for making them up.

No assignment should be submitted via email or by any other method of electronic submission. If a student must miss class on the day an assignment is due, and if email is the only means by which the assignment can be submitted on time, then an exception can be made if the student requests and receives permission to do so beforehand. If the student emails the assignment on time, but without receiving permission beforehand, the assignment will be accepted, but with a five-point deduction from the assignment grade.

Electronic Devices and Other Distractions: There is no penalty for using electronic devices, talking, or sleeping in class other than the information students miss because they were distracted. In this class students are expected not to distract their teacher or their fellow classmates with these electronic devices and disruptive behaviors, so in cases where a student's use of an electronic device or inattention to class discussion becomes a distraction, the teacher reserves the right to ask that student to stop that behavior privately, after class, or publicly, in the middle of class.

Course Assignments: The following is a list of the specific assignments for this course section. Each assignment name is accompanied by a short description of its requirements. Where noted, see the corresponding supplementary materials for more detailed information. Dates on which the details of these assignments will be discussed appear below in the Daily Calendar.

Final Exam: This exam will account for twenty percent of your semester's final grade, and it will cover all topics addressed in class over the course of the entire semester. The particulars of this exam will be discussed on the first and final days of class (Thursday, January 9 and Tuesday, April 29). The final exam will be given on Tuesday, May 6, from 12:30 p.m. to 2:30 p.m. Find this semester's complete final examination schedule at the end of the Spring 2014 academic calendar online at <http://www.gordonstate.edu/pdf/schedule/201402/finalexams.pdf>.

Media Theory/History Research Paper: This assignment will account for twenty percent of your semester's final grade and require you to produce a five- to seven-page paper on the media

theory/history topic of your choosing. The particulars of this assignment we will discuss in class on Thursday, January 30.

Midterm Exam: This exam will account for fifteen percent of your semester's final grade, and will cover all topics addressed in class up until that point, both theoretical and practical. The particulars of this exam will be discussed in class on Thursday, January 9 and Tuesday, February 18, and the exam itself will be taken in class on Thursday, February 20.

Multi-media Presentation of Media Theory/History Research: This assignment will account for ten percent of the final semester's grade and be the culmination of your work on the Media Theory/History Research Paper. These presentations will occur in class at the end of the semester. The requirements will be discussed in class on Tuesday, March 18.

Web-based Journal: When we begin the web-writing portion of the semester, you will be asked to keep a web-based journal for homework. Writing assignments in this journal will be given in class on the days before they are due. Each assignment will be different, but more than reflective writing exercises, they will often require you to perform web-based tasks, often for the purpose of developing your Web Page Design Project (below). This assignment will account for fifteen percent of the final semester's grade. Part of the purpose of these assignments is for review during class, so they must be available for viewing during the class meetings they are due in order to receive full credit.

Web Page Design Project: When we begin the web-writing portion of the semester, you will also be required to produce a web document of your own. There are multiple stages to this process, all of which will be explained and discussed on Thursday, January 16. This project will account for twenty percent of the final semester's grade.

See the Daily Calendar (below) for information on the days essays are due, grammar tests will be taken, and homework will be assigned and due.

Grade Distribution: Generally speaking, theory and practical application each account for fifty percent of the course grade. Each of the following assignments will factor into the final course grade by the following percentages:

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| Final Exam | 20% |
| Media Theory/History Research Paper | 20% |
| Web Page Design Project | 20% |
| Midterm Exam | 15% |
| Web-based Journal | 15% |
| Multi-media Presentation of Media Theory/History Research | 10% |

Grading Scale: All exams, papers, and projects will be graded on a ten-point scale. A score of 90 and above will be an A, 80 to 89 will be a B, 70 to 79 a C, 60 to 69 a D, and 59 and lower an F. This will be the same scale your teacher will use when assigning final grades for the semester.

Most Web-based Journal activity will count for an equal amount with the others and will be graded by full credit, half credit, and no credit per activity. Credit and a half will be considered in special circumstances.)

Multi-media Presentations of Media Theory/History Research will be graded on a holistic scale.

Academic Accommodations: Students at Gordon State College with mental or physical impairments that may negatively affect their academic performance are encouraged to contact Laura Bowen, Director of the Counseling Center, by telephone at 678-359-5585, or via email at laurab@gordonstate.edu for further information about the scope and requirements of this service, look in the Academic Catalog on pp. 87-88, or go to this center's web page at <http://www.gordonstate.edu/studentlife/ADA.asp>.

Teacher/Student Conferences: Though they are not required as a part of the semester grade, students are encouraged and welcomed to schedule conferences with the teacher regarding their work on particular writing projects or their progress in the course in general. In cases where a student receives a D or an F on his or her essay, a teacher/student conference is strongly recommended. There is no maximum number of conferences allowable. To schedule a conference, a student should first consult his or her schedule and the teacher's hours of availability and then email him with a request for a specific conference time.

Dates to Remember:

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| Late Registration Ends | Friday, January 10 |
| Drop/Add Ends | Friday, January 10 (4:00 p.m.) |
| Payment Deadline | Friday, January 10 (4:00 p.m.) |
| Bookstore Charges End | Wednesday, January 22 |
| Midterm | Monday, March 3 |
| Early Registration Period | Monday, March 31 – Friday, April 18 |
| Study Day | Thursday, May 1 |
| Final Exams | Friday, May 2 – Wednesday, May 7 |

Daily Calendar

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| Week 1 (January 8 – January 10): Introductions to Course and Syllabus | | | |
| Thurs. | Introductions to Course and Syllabus | | Homework: For January 14, read “Introduction: Concepts and Media” from NM (pp. 1-13) |
| Notes: Late Registration and Drop/Add end Friday, January 10. | | | |

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| Week 2 (January 13 – January 17): Introduction to Theory and Practice | | | |
| Tues. | Discuss Concepts and Media | | Homework: For January 16, read pp. 1-24 of WSG. |
| Thurs. | Discuss Web Page Design Project | | Homework: For January 21, read pp. 24-49 of WSG. |
| Notes: Bookstore Charges end Wednesday, January 22. | | | |

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| Week 3 (January 20 – January 24): Interactivity | | | |
| Tues. | Discuss Web Page Design Project (concluded) | | Homework: For January 23, read pp. 87-102 of NM. |
| Thurs. | Discuss Interactivity | | Homework: For January 28, read pp. 51-93 of WSG. |
| Notes: The Web Page Design Project Proposal is due Thursday, January 30. | | | |

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| Week 4 (January 27 – January 31): Usability and Information Architecture | | | |
| Tues. | Discuss Universal Usability and Information Architecture | | Homework: For January 30, finish work on Web Page Design Project Proposal. |
| Thurs. | Web Page Design Project Proposal Due ~ Discuss Media Theory/History Research Paper | | Homework: For February 4, review pp. 314-68 of AP. |
| Notes: The Media Theory/History Research Paper will be due Tuesday, April 15. | | | |

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| Week 5 (February 3 – February 7): Ethics and Legalities | | | |
| Tues. | Discuss News Values and Media Law | Web-based Journal Entry | Homework: For February 6, review pp. 369-98 of AP. |
| Thurs. | Discuss Media Law and Social Media Guidelines | Web-based Journal Entry | Homework: For February 11, read pp. 53-69 of NM. |
| Notes: | | | |

| Week 6 (February 10 – February 14): Interface and Site Structure | | | |
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| Tues. | Discuss Interface | Web-based Journal Entry | Homework: For February 13, read pp. 95-149 of WSF. |
| Thurs. | Discuss Interface Design and Site Structure | Web-based Journal Entry | Homework: For February 18, review course materials to prepare for Midterm Exam review session. |
| Notes: | | | |

| Week 7 (February 17 – February 21): Midterm Review and Exam | | | |
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| Tues. | Review for Midterm Exam | Web-based Journal Entry | Homework: For February 20, come to class prepared to take Midterm Exam. |
| Thurs. | Midterm Exam | | Homework: For February 25, read pp. 103-120 of NM. |
| Notes: | | | |

| Week 8 (February 24 – February 28): Simulation | | | |
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| Tues. | Discuss Simulation | Web-based Journal Entry | Homework: For March 4, read pp. 151-203 of WSG. |
| Thurs. | Class Does Not Meet (ΣΤΔ) | | |
| Notes: The last day to drop a course without an automatic WF is Monday, March 3 (Midterm). | | | |

| Week 9 (March 3 – March 7): Structure, Design and Information | | | |
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| Tues. | Discuss Page Structure and Page Design | Web-based Journal Entry | Homework: For March 6, read pp. 35-52 of NM. |
| Thurs. | Discuss Information | Web-based Journal Entry | Homework: For March 18, read pp. 205-229 of WSG. |
| Notes: | | | |

SPRING BREAK ~ CLASS DOES NOT MEET (MARCH 10 – MARCH 14)

| Week 10 (March 17 – March 21): Typography and Network | | | |
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| Tues. | Discuss Requirements for Multimedia Presentations of Media Theory/History Research ~ Discuss Typography | Web-based Journal Entry | Homework: For March 20, read pp. 15-33 of NM. |
| Thurs. | Discuss Network | Web-based Journal Entry | Homework: For March 25, read pp. 231-265 of WSG and bring AP to class. |
| Notes: The Multimedia Presentations of Media Theory/History Research will be conducted in class during Weeks 14 and 15. | | | |

| Week 11 (March 24 – March 28): Editorial Style, Applications, and Archive | | | |
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| Tues. | Discuss Editorial Style and Forms and Applications | Web-based Journal Entry | Homework: For March 27, read pp. 71-86 of NM. |
| Thurs. | Discuss Archive | Web-based Journal Entry | Homework: For April 1, read pp. 267-313 of WSG. |
| Notes: Early Registration begins Monday, March 31. | | | |

| Week 12 (March 31 – April 4): Graphics, Multimedia, and TBD | | | |
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| Tues. | Discuss Graphics and Multimedia | Web-based Journal Entry | Homework: For April 3, TBD. |
| Thurs. | Topic: TBD | Web-based Journal Entry | Homework: For April 8, TBD. |
| Notes: | | | |

| Week 13 (April 7 – April 11): TBD | | | |
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| Tues. | Topic: TBD | Web-based Journal Entry | Homework: For April 10, TBD |
| Thurs. | Topic: TBD | Web-based Journal Entry | Homework: For April 15, finish work on Media Theory/History Research Paper and prepare for Multimedia Presentations. |
| Notes: Early Registration ends Friday, April 18. | | | |

| Week 14 (April 14 – April 18): Multimedia Presentations | | | |
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| Tues. | Media Theory/History Research Paper Due ~ Multimedia Presentations of Media Theory/History Research Projects | | Homework: For April 17, prepare to view or perform Multimedia Presentations. |
| Thurs. | Multimedia Presentations of Media Theory/History Research Projects (continued) | | Homework: For April 22, prepare to view or perform Multimedia Presentations. |
| Notes: | | | |

| Week 15 (April 21 – April 25): Multimedia Presentations (concluded) | | | |
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| Tues. | Multimedia Presentations of Media Theory/History Research Projects (concluded) | | Homework: For April 24, prepare to view or perform Multimedia Presentations. |
| Thurs. | | | Homework: For April 29, review course materials to prepare for Final Exam review session. |
| Notes: | | | |

| Week 16 (April 28 – April 30): Review for Final Exam | | | |
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| Tues. | Review for Final Exam | Class Participation Portfolio Assignment | Homework: For May 6, come to class prepared to take Final Exam. |
| Notes: Study Day is Thursday, May 1. The Final Examination Period is from Friday, May 2 to Wednesday, May 7. | | | |

Final Exam: Tuesday, May 6, 12:30 p.m. to 2:30 p.m.