

The Art Institute of California – Los Angeles
Course Syllabus

Social Media & Marketing Track: Course One

Course Number:	ADVA304
Course Title:	Writing for Interactive Media
Class Meetings:	Section A, Tuesday, 2:30-4:30pm, Rm. 224, 2900 MAIN Bldg. The quarter begins on Monday, 10/05/2015 and ends on Friday, 12/19/2015.
Session/Year:	Fa15
Instructor Name:	Dr. Pete Markiewicz
Email Address:	pmarkiewicz@aii.edu
Phone:	Comeon, it's the 21st century, dude, and this is Cyber Theory!
Class website:	http://www.plyojump.com/courses
Availability outside of class:	<i>BY APPOINTMENT:</i> Tuesday, 11:30a-12:30p, Rm. 228, 2900 building, Wednesday 11:30a-12:30p, Rm. 220, 2900 building, Friday, 11:30a-12:30p, Rm. 224, 2900 building.
Alternate Contact:	pindiespace@gmail.com
Facebook, LinkedIn	Username: "pindiespace" or Pete Markiewicz

Writing for Interactive Media

Course Description:

This is a specialized writing course for interactive design production. Students identify the requirements of different types of writing and the unique characteristics and techniques of interactive media writing. Students examine how various forms of media work together to reach audiences. Students further explore how to use interactive media to express ideas. These techniques are then applied to various forms of media and creating an interactive resume.

***Course Focus:** This course will focus on writing effective copy for the web, both for traditional advertising and for new-media social networks including blogs, microblogs, and media-sharing sites. Emphasis will be on developing journalistic writing style and writing integrity (including IP concerns and fact-checking when necessary) For their final, students will develop a "digital ecosystem" of their online writing, linked to their interactive resume.*

Course Length:	11 Weeks
Contact Hours:	Total 44 Hours
Lecture:	44 Hours per quarter
Lab:	44 Hours per quarter
Credit Values:	3 Credits

Quarter Credit Hour Definition:

A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

- (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or
- (2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.

Learning Objectives:

Upon successful completion of the course, the student should be able to:

- Identify the impact of new media on journalism, web design and advertising
- Analyze current trends
- Identify current techniques used for effective online communication
- Analyze current trends
- Practice writing and interacting with various online tools
- Demonstrate mastery of relevant writing concepts such as target audience, perspective, style, slant and search engine optimization (SEO)
- Define concepts
- Apply concepts in online writing
- Identify and display comprehension of the legal, ethical and privacy issues related to the use of modern digital tools
- Define concepts
- Discuss current digital media news and legislation
- Apply concepts in online writing
- Create an interactive resume which integrates various online writing and multimedia components
- Design online interactive resume

Course Prerequisite(s): English or Composition or Literature

Text(s): eResource: *Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound*. Also: Mashable.com, various online blogs, microblogs and interactive resume sites will be assigned by the Instructor.

Methods of Instruction:

Instruction consists of lectures in class, Labs assigned in class, homework completed outside of class, and online quizzes given each week. Students will also build an online system (blog or CMS) to explore digital marketing techniques and analytics.

Materials and Supplies: Access to an Internet, a personal CMS or Blog.

Estimated Homework Hours: 4 Hours per Week

Technology Required: Access to the Internet

Digital Bookshelf & Course eBook:

If your class uses an electronic book, "ebook", your required textbook for this course is delivered via electronic format. You do not need to purchase a hardcopy textbook. You

will be able to access your eBook via eCompanion (<http://myaicampus.com>) beginning no later than the first day of class. Once you have accessed your eBook via eCompanion, you can then also choose to download the eBook to a personal computer using the Digital Bookshelf software (<http://vitalsource.com/downloads>). Please refer to the Ai Digital Bookshelf Student User Guide, available in eCompanion, for specific instructions.

To start using your eBook, enter the eCompanion site for this class. Click on the “Digital Textbook” link on the left-side navigation bar. Then, click on the link for the book.

For support using the Digital Bookshelf, contact Campus Support at 1-866-642-2771 or campus_support@aii.edu. This support group is available SEVEN DAYS A WEEK from 7:00 AM – MIDNIGHT Eastern Time.

Grading Scale:

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student’s right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student’s grade shall be as follows (on a percentage of total points basis):

Grade	Grading Scale	Grade Calculations
A	100 – 93	4.0 points
A-	92 – 90	3.7 points
B+	89 – 87	3.4 points
B	86 – 83	3.0 points
B-	82 – 80	2.7 points
C+	79 – 77	2.4 points
C	76 - 73	2.0 points
C-	72 – 70	1.7 points
D+	69 – 65	1.4 points
D	64 – 60	1.0 points
F	59 and below	0.0 points

Process for Evaluation:

Class Participation	10%
Assignments and Exercises	50%
Mid-Term Project/Examination	15%
Final Project/Examination	<u>25%</u>
Total	100%

***PLEASE NOTE: SHOWING UP TO CLASS AND DOING ALL ASSIGNMENTS, WITHOUT PROGRESS, DOES NOT CONSTITUTE A PASSING GRADE.**

Student Evaluation/Grading Policies:

- Class time will be spent in a productive manner.
- Grading will be done on a point system.
- Points for individual activities will be announced.
- All work must be received by the set deadlines.
- Late work receives a grade of zero.
- On-time projects may be redone with instructor approval.
- ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.

Classroom Policy:

- No food allowed in class or lab at any time. Drinks in re-closeable bottles allowed in classroom.
- Edible items brought to class or lab must be thrown out.
- If student elects to eat/drink outside class or lab door, missed time is recorded as absent.
- Break times are scheduled by the instructor at appropriate intervals.
- No private software is to be brought to lab or loaded onto school computers.
- No software games are allowed in lab (unless in course curriculum).
- Headphones are required if listening to music during lab. No headphones are allowed in lecture.
- Any student who has special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.
- Cell phones may NOT be used in the classroom. If you have an emergency that requires you to take a call during class, you MUST inform the instructor before class begins, and step outside the room to take the call or text message.

Policy for this Instructor:

1. **If you don't understand, come to office hours...**
2. **Office hours are not a second lecture** – they are designed to give you additional help for problems you didn't understand in class.
3. **You are completely responsible** for your own performance in class.
4. **Students will complete all work** in the syllabus. If there is a school holiday, you are still expected to complete assignments for that week.

School-wide Attendance Policy:

Students who do not attend any classes for fourteen (14) consecutive calendar days and fail to notify the Academic Affairs Department will be withdrawn from school. In addition, the student may be involuntarily withdrawn at the discretion of the Academic Director, and with the approval of the Dean of Academic Affairs, at any time.

Course Attendance Policy:

Successful completion of a course is dependent upon regular attendance in the classroom. Critical information is delivered through lecture, critique and student participation. Students are expected to be on time for each class and to stay for the entire class period. Attendance is mandatory. There are no excused absences. All missed class time must be recorded as such.

- If a student accumulates a total of two (2) full class absences during an academic quarter, his or her grade may be adversely affected.
- If a student accumulates a total of three (3) full class absences during an academic quarter, he or she may receive an F grade for the course.
- A student who does not attend class during the first week of school or starts late is still held responsible for his/her absences.
- A student who is absent for three cumulative weeks* will be withdrawn from the course and will receive a Withdrawal (W) grade during weeks 1 through 9 of an 11 week term and a Withdrawal/Fail (W/F) grade after week 9 of an 11 week term for that course (after week 4 of a 5.5 week Mid-quarter ground term) unless the student submits an appeal to remain in class that is accepted by the instructor and department director/dean.
- A student is allowed only one appeal per class. In other words, if a student submits an appeal and it is approved, the next absence will initiate a non-appealable withdrawal from the course.
- The Attendance Appeal Request Form may be found in the Registrar's Office.

It is your responsibility to stay in communication with your instructor about absences in order to stay current with assignments. You are expected to spend the entire amount of scheduled class time in the classroom. If you are dropped from the class and you have a documented mitigating circumstance, you may have the opportunity to appeal. It is your responsibility to ensure that your attendance in class is brought to the faculty member's attention if you arrive late.

Students who are not marked present in any of their scheduled classes for fourteen (14) consecutive calendar days before the end of the ninth week of the 11 week term (week 4 of a 5.5 week Mid-quarter ground term), will be withdrawn from the Institute and will receive W's (withdrawals, with no grade penalty), or if the withdrawal occurs after the end of the ninth week of an 11 week term (after week 4 of a 5.5 week Mid-quarter ground term) students will be withdrawn from the Institute and will receive WF's (Failures due to late withdrawal). Calendar days include days that the student does not have any scheduled class. All calendar days that the school is not in session (e.g., school closings and holidays) do not count in the fourteen (14) calendar days as well during the active term. Students who have been withdrawn due to violation of the consecutive absence policy, but are still in good academic standing, if otherwise eligible, will be able to return the following term through the normal readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing the academic dismissal.

Students are encouraged to make all schedule changes early in the first week of the quarter to minimize absences. Failure to sit in all classes during the first two weeks of school will result in termination from school for the quarter. Detailed information about scheduled adjustment periods can be found on the back of your official schedule or in the local Ai campus catalog.

If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.

Veteran Affairs Course Attendance Policy (Cannot change)

- Students who receive VA educational benefits are required to pursue each of their courses to be eligible for benefits. In order to receive the full benefit allowance the student must attend all classes in which the student is registered throughout the academic term at the campus.
- A student who is absent from a particular course for a period of 14 consecutive calendar days will be considered not pursuing the course.
- At the end of a quarter, a student must complete their final assignment or take their final exam (these dates must be documented) or not receive a grade of W, WF or an unearned F, or their last date of attendance will be provided to the VA.

Withdraw from a Course:

In order to withdraw from a course (that is, receive a grade of “W”), a student must meet with his or her Academic Director before noon on the Friday of week 9.

Academic Dishonesty :

Students are expected to maintain the highest standards of academic honesty while pursuing their studies at The Art Institutes. Academic dishonesty includes but is not limited to: plagiarism and cheating; misuse of academic resources or facilities; and misuse of computer software, data, equipment or networks.

Plagiarism is the use (copying) of another person’s ideas, words, visual images or audio samples, presented in a manner that makes the work appear to be the student’s original creation. All work that is not the student’s original creation, or any idea or fact that is not “common knowledge,” must be documented to avoid even accidental infractions of the conduct code.

Cheating is to gain unfair advantage on a grade by deception, fraud, or breaking the rules set forth by the instructor of the class. Cheating may include but is not limited to: copying the work of others; using notes or other materials when unauthorized; communicating to others during an exam; and any other unfair advantage as determined by the instructor.

Students accused of academic dishonesty will be brought before a Student Conduct Committee. If the committee determines that there has been a violation of the Academic Dishonesty policy, the student will automatically fail the class and, depending on the severity of the infraction, may face further disciplinary action up to and including suspension from classes or expulsion from school.

Disability Policy Statement:

It is our policy not to discriminate against qualified students with documented disabilities in our educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class LaToya Williams in Student Affairs located on the 3rd floor of Building 2950.

Disability Services

The Art Institute of California – Los Angeles provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of California – Los Angeles.

Students who seek reasonable accommodations should notify the Disabilities Services Coordinator, LaToya Williams, of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact LaToya Williams in Building 2950 Room 326, telephone number 310.314.6112. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

Student Assistance Program:

The Talk One2One is a pre-paid service, provided through The Art Institute of California – Los Angeles, that offers a menu of services and support accessible 24/7 to assist the student in attaining balance and academic success, including: counseling, budget and debt assistance, information and resource referrals, consultations, and new parent coaching. If you are in need of services, contact Talk One2One at 888-617-3362.

Course Outline

Friday, November 11th is Veteran's Day. No classes are scheduled.
Friday, November 26th is the day after Thanksgiving. No classes are scheduled.

- Week 1:** **Lecture:** The new era of writing. Writing in the Digital Marketing era.
 Lab: Explore writing and digital ecosystems. Resumes and CVs.
 Homework: Organize your current digital presence. Get a Blog. Rewrite writing disasters.
- Week 2:** **Lecture:** Viral vs. traditional marketing. Persuasive vs. informative writing. Logic, and emotion in writing. Why creative writing is always emotional. Mythic writing. Journalism and its requirements. The call to action.
 Lab: Discuss your cause. Keyword research. Working with a CMS. Creating pages, layouts. Creating a blog. SEO.
 Homework: Develop “digital ecosystem” links to CMS blogging system.
- Week 3:** **Lecture:** Developing a writing strategy for the web. Writing length. Effective use of taglines and titling. Internationalization and non-native speakers. From soundbyte to tweet. Keyword phrases as micro-writing. SEO, SEM, Semantic Web and writing for machines. Students explore the relation of keywords to web copy. Students install Google Analytics in their account, and explore Google Adwords.
 Lab: Keyword research on your “cause.” Inverse Pyramid Writing. Writing for Machines.

Homework: Begin developing site for interactive resume. Link “digital ecosystem” sites via plugins. Install Analytics. Blog.

Week 4: **Lecture:** Inverted pyramid copywriting (Journalism style). Putting the conclusion first. Examples of inverted pyramid style. Other methods for copywriting. Citizen journalism and its discontents. Fact Checking. Copyright and IP on the web. Getting permission to use media.
Lab: Develop Draft for your Interactive resume. Include logo/identity design plus layout design. Demonstrate ability to modify templates. Fact-checking. IP requests and citations.
Homework: Plugin installation for WPO, SEO, content marketing. Refine digital ecosystem and Interactive Resume for midterm. Blog.

Week 5: **Lecture: Interactive Writing Review**
Lab: Midterm Review. Site, writing, Digital Ecosystem, SEO, resume, fact-checking, IP. Critique.
Homework: Fix problems uncovered during design review. Blog.

Week 6: **Lecture:** Social and Content Writing Techniques
Lab: Post content marketing, encourage feedback. Contact Influencers in the Blogosphere and form relations. Keywords and SEO. Social plugins.
Homework: Keyword research. Include in presentation. Adjust content according to keyword research results.

Week 7: **Lecture:** Mobile Marketing Feature Responsive Design techniques.
Lab: Validate Responsive Design for Interactive Resume
Homework: Validate Responsive design for Interactive Resume.

Week 8: **Lecture:** Linking Print to Digital
Lab: Secondary review. Digital to print, Setup QR codes and barcodes for your site.
Homework: Complete QR and barcodes for your site.

Week 9: **Lecture: The marketing ecosystem. Cooperation and competition.** Rich Media production and sharing
Lab: Find influencers. Link to Influencers. Join organizations and groups. Develop Rich Media supplements to Interactive Resume.
Homework: Complete digital ecosystem

Week 10: **Lecture:** KPIs, Analytics, and Dashboards
Lab: Develop KPIs for your site. Create a custom Google Analytics dashboard featuring your KPIs.
Homework: Create KPI dashboard summarizing your activity.

Week 11: **Lecture:**
Lab: Final Presentations (site, analytics dashboard)
Homework: None.