

Writing & Presentation

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HTML Version

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e-mail policy

It is my goal to respond to e-mail requests related to class matters within 24 hours, Monday - Thursday. Mail received on F-S-S may not be answered before the following Monday.

If you have an urgent message - please mail to both kegill at u.washington.edu and kathy at dotparagon.com (copy and paste - these aren't links). Mark the mail urgent; please use a descriptive subject line.

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1. Course Overview:

This course is the second of two linked courses that focus on digital content planning, creation, management and deployment.

Throughout the course, we will explore four major topics:

- Hypertext theory
- Storytelling
- Readability
- Applicable technologies

The course builds upon the work from Winter Quarter as students begin creating content that meets plans already developed. This course continues a user-centered approach to web site design and content development. That is, we start with the user's needs and make rhetorical and design choices from that point of view.

The focus is on creating original content, although we will examine issues involved in repurposing existing content. You will hone storytelling skills; integrate visuals, sound and text into meaningful forms; and understand theory underlying the storyteller's choices. We will explore the emergence of digital media story-telling techniques, as well as ethical and technical challenges these tools present to media and society

We will discuss how rhetoric addresses the strategic language choices we make when communicating with others. Rhetorical principles come to play in how categories, pages, and links are named. Text elements such as lists, subheads and callouts can be considered rhetorical figures in design.

We will also explore issues relating to readability and how those issues differ when prose is displayed on a screen

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instead of being printed on paper.

This course requires intermediate computer literacy and familiarity with Dreamweaver and Photoshop.

Student Learning Outcomes:

- Understand how hypertext differs from linear storytelling
- Understand the responsibilities of writer and editor
- Describe how content decisions affect web site goals
- Describe the different types of hyperlinks used on web sites
- Organize text for effective reading on screen
- Understand techniques that allow text to also be optimized for print readability
- Understand components of and importance of style guides
- Learn project management skills needed to manage assets, allocate resources, and meet deadlines
- Identify when and how to use non-textual content to communicate ideas, concepts and stories

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2.Course Structure and Teaching Strategies:

Teaching methods for this course will include lectures, demonstrations, student presentations, guest lecturers, lab exercises, and reading and writing assignments.

The course instructor will coordinate all class material, keep in close touch with each student in order to assess and meet individual needs, and evaluate all course assignments. Material will be available on the class web site: <http://courses.washington.edu/dmedia/2004b/>

Some classes will feature a guest lecturer who is a leading professional or scholar in digital media content creation. Class discussions are also a key element of the course, and students are encouraged to ask questions, offer their own observations, and share their own experiences with new technology.

Course Requirements:

Required readings include book chapters and articles from scholarly journals, trade magazines, and popular publications.

Assigned readings will be available on-line through the library eReserve system. In addition, topical readings on-line and in print will be assigned when appropriate.

Reminder: This course **requires** intermediate computer literacy and familiarity with Dreamweaver and Photoshop.

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4. Schedule:

The class meets weekly on Tuesday from 6 p.m. until 10 p.m. The following *schedule is subject to change*; please check the class web site for updates on topics and assigned readings.

Classes will begin each evening in Room 302; lab time will be in Room 302.

Part 1: Overview

Week 1 : 29 March

- * Introduction, review syllabus and expectations
- * What are stories? What makes a good story?
- * In-class lab: Set up Blogger accounts if needed

Part 2: Storytelling

Week 2 : 5 April

- * History
- * Rhetoric and the Web
- * Inverted pyramid

Week 3 : 12 April

- * Verbal and visual storytelling

Week 4 : 19 April

- * Story telling with moving pictures and sound
- * Components of good writing

Part 3: Hypertext Theory

Week 5 : 26 April

- * History, definitions
- * Impact on storytelling

Week 6 : 3 May

- * Comparative analysis

Part 4: Readability and Meaning

Week 7 : 10 May

- * Visual communication on screen
- * Elements of animation and sound

Week 8 : 17 May

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* Chunking, web style

Part 5 : Applicable Technologies

Week 9 : 24 May

* Content management - tools, process

Part 6 : Team Presentations

Week 10 : 31 May

* Presentations

* Final Projects Due 7 June

Readings and other assignments TBD.

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5. Policies:

Absences

You are responsible for all assigned readings and materials presented in class lectures. You should be aware that missing class could adversely affect your performance on assignments and homework. It is your responsibility to obtain all materials missed and complete all assignments, even if you missed the class where the assignment was made.

Assignments

All assignments are due when noted. Late submissions will not be accepted, except with advance notice (48 hours) of extenuating circumstances.

Academic Dishonesty

Plagiarism and cheating are serious offenses and are not tolerated by the University. For more information, please refer to the University's Academic Dishonesty policy.

Courteous Discourse

Whether in class or online, students are expected to conduct themselves with professional courtesy and decorum. Please make constructive comments; flames and insults are not acceptable. Disagree with the idea, not the person!

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Writing Assignment Details

All assignments must be turned in as a live web page; your account on Homer is the logical place (but not the only place) to house these.

Assignments will be finalized after week one; I am planning to incorporate the types of content that class members are personally interested in developing, if that content is missing from this list. Tentatively:

1. **Due : 22 April @ 6pm**

A "how-to" article.

1. The article should be deployed via HTML (you can publish it on your blog, although this is not the preferred method because it does not demonstrate understanding of HTML/technology).
2. Text and at least one image is required. This may be at a multi-page document.
3. Post the following to eSubmit in a document:
 - Title
 - Audience - identify your assumptions about your audience; remember "everyone" doesn't exist!
 - Purpose - your purpose in writing this article
 - Task List - divide your instructions into learning tasks
 - URL

Preferred Examples:

- [Ceiling fan selection and installation](#)
- [Converting ReplayTV Files for DVD - Mac OSX](#)
- [Creating background maps for Garmin GPS](#)
- [How to do things](#) - directory
- [How to paint water drops](#)

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"Advice" Examples (alternative - does not demonstrate task break-down/understanding):

- o [10 steps to keeping an ongoing journal](#)
- o [How to be an effective manager](#)

2. **Due : 13 May @ 6pm**

A selection from the following list:

- o Analyze and revise a workplace document -- this should be an important document (it matters); it must need to be revised; it must have illustration (or the potential for you to add illustration)
- o Create a promotion for a product or service.
- o Write a short story.
- o Write an essay designed to persuade.
- o Create a storyboard for a story or web site.
- o Other: if your interests are not represented here, make me a proposal.

1. The article should be deployed via HTML (you can publish it on your blog, although this is not the preferred method because it does not demonstrate understanding of HTML/technology).
2. Text, illustration and external supporting links required; must be a multi-page document.
3. Post the following to eSubmit (assignment 3) in a document:
 - Title
 - Audience - identify your assumptions about your audience; remember "everyone" doesn't exist!
 - Purpose - your purpose in writing this article
 - URL

3. **Due: 3 June @ 6pm**

A technical paper or research paper.

1. The article should be deployed via HTML (you can publish it on your blog, although this is not the preferred method because it

does not demonstrate understanding of HTML/technology).

2. Text, illustration, references [citations or endnotes] and external supporting links required; should be a multi-page document with a "print" version.
3. Post the following to eSubmit in a document:
 - Title
 - Audience - identify your assumptions about your audience; remember "everyone" doesn't exist!
 - Purpose - your purpose in writing this article
 - URL

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