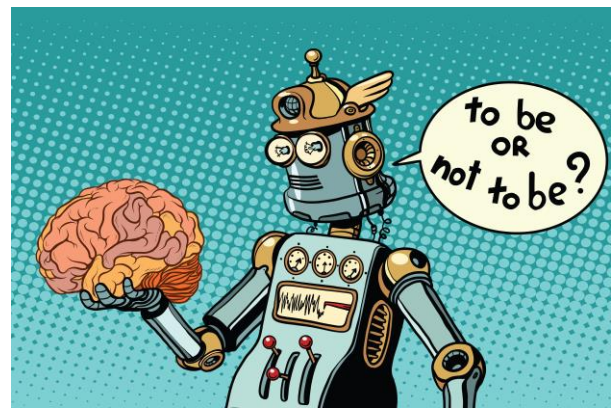


The Social Media & Digital Production Dojo (Fall 2017)

Course: MMJC 9104
Title: The Social Media & Digital Production Dojo
Times: Wednesday, 9-noon
Location: FNB 3050 (9-10 am), FNB 3010 (10-11:50 am)
Lecturer: Mark Rayner
Contact: Email: marayner@uwo.ca Twitter: @markarayner
Office Hours: Wednesdays, 1:30-3:30 pm
FNB 4063, or by appointment
Web: <http://thepixelguild.ca> | Twitter hashtag: #MMJC10DoT

Why are we here?

This course introduces you to some of the technologies you will need to excel in integrated media environments, including social media. In addition, you will learn concepts of visual communications, adapting to new technologies, and user-centered design which will enable you to be more effective communicators and journalists. We will also learn strategies for anticipating technological shifts and how to respond to them through your own work. My hope is to show you enough technologies that you'll start to get comfortable with all of them. It's a lifelong journey we're starting here.



Course objectives:

By the end of this course, you will:

1. have a familiarity with, and a capacity to use social media and digital tools for storytelling of all kinds
2. understand how to learn new software and digital technologies
3. evaluate the principles of ethical, user-centered design, and to analyze how technologies are constructed for optimal communication
4. have basic HTML/CSS coding skills
5. understand the basics of visual communication and be able to create images and infographics to tell stories.

It's not rocket science, but it takes work:

You'll note that there is no set text for this course. There are readings, podcasts and videos, but I'd like you to spend as much time as possible playing with technology. Learning technology is like learning a musical instrument, you can't just show up for the lesson and expect to get any good. Please keep this in mind when planning your term. Note: I recommend that you have a memory stick so that you can always have a backup of your work!



Sharing our ideas: the eval breakdown

Participation:	15%
Exercises:	10%
Cool Tools:	10%
Portfolio/SM Profile:	10%
Infographic:	10%
Story Proposal:	15%
Integrated Story:	30%



Professionalism & Participation (15%)

You are expected to be at all classes and meetings and to be on time. Active participation in all classes, discussions and group work is also expected. You will be evaluated on the quantity and quality of your contributions to in-class discussions and to the intellectual life of the class. If you are clearly and consistently engaged with the course, you will be rewarded.

As part of this professionalism component, I would like you all to listen to Canadaland Short Cuts, hosted by Jesse Brown. I would describe this as the "inside baseball" podcast about Canadian media. He has good guests on regularly, and a perspective on media that skews towards the digital. You can find the podcasts here: <http://www.canadalandshow.com/>



This mark will include one 5% pop quiz. The quiz will feature questions about **that week's** assigned reading, podcasts, videos etc., and it will be unscheduled.

Exercises (10%)

Exercises are worth a variety of points and will be marked on a pass/fail basis — in other words, if you tackle the exercise, you will get the points. NOTE: An important part of completing the exercise is getting it posted to your website, and linking from your home page to the exercise. You will not get the marks if this is not done. We'll have a full listing of all the exercises on the class website. If you do not complete the exercise in the allotted lab time, you can complete the exercise on your own. The Exercises mark includes your self-directed work with #MMJC10DoT, and the Burli workshop.

Due: November 29

A professional selfie: your portfolio (10%)

Use Wordpress (or similar) blogging or portfolio software to create a portfolio/resume website for yourself. You can have as many sections as you like for the site, but there does need to be:

- Navigation (a menu that your audience can use to use the site). The navigation can lead to blank sections for now, but think through how you would like to present your work: do you want to break it down thematically, by category, by anchor media, etc.
- Content for the home page
- Links to your social media
- A resume or CV that is a web page (i.e., not a link to a PDF, but you can have a PDF in addition)
- Three past work samples (from other classes & degrees acceptable)

Remember to email me the site address, or you can post it on the homepage of your exercises page, an address I'll know.

Due: September 27



Sweet, short story proposal (15%)

Due: October 18

Write a short (500 word) pitch of the integrated media story that you would like to produce for your final project. In the description, please include the following information and analysis:

- Audience: who is the intended audience for the story?
- Content: what is the content you would like to produce? What is the news hook or value? How are you going to gather the information? (Interviews, research, surveys, etc.) If you are planning to produce a communications piece, what is the communications issue you are trying to solve? (Note: a communications plan is *not* a story.)
- Anchor media: what is the primary delivery media for the story, if any.
- Supporting media and integration: what other forms would you like to use. How are you planning to integrate them with the main form of the story. If you plan on creating a fully integrated story, how will that work?
- Social media: what role could social media play in this story, if any? Explain how you would get the world to know about the story.
- Metadata: what are the keywords, phrases, and tags you will use?

Cool tools (10%)

Due: Starting Nov. 1

This is a small group exercise to help widen our view of useful technologies. I'm expecting to learn as much as you do from this assignment. Each group will get five minutes of class time (in the lab) to show the rest of us a useful (free or paid) digital tool that isn't already listed on the class website. You can supplement this with any social media/video/web presentations you'd like. We'll have one presentation a week for seven weeks.

Delicious data infographic (10%)

Due: November 15

Research, compile and visualize an infographic or data visualization that you can share with the class via Twitter and other social media. Your infographic will incorporate (at least) 5 pieces of data and do the following:

- Correctly identify the sources of the data
- Properly visualize the information so that it can be understood at a glance
- Stand on its own without an accompanying story
- Have a thoughtful use of colour, typography and layout
- Can be read easily (legibility)

You can use whatever technology you would like to create the infographic, including free services such as Pictochart.

Robot approved: integrated story (30%)

Due: December 6

Create your first integrated media story. You can choose to create a work of digital journalism or a communications piece. If the latter, your proposal must include the communications issue you are trying to solve, in a short comms plan (See class website for a sample.) Integrated storytelling is not simply just an anchor medium "plus" some other media. (For example, a text article with an accompanying graphic or video.) Ideally, these will be pieces of work wherein the whole is greater than the



sum of its parts. So, think in terms of creating a story in which the variety of media will create a synthesis of ideas, where more is communicated because of the methods used. You may use any platform and technology you wish to create this project, but it must be an original work and any data used must be properly sourced.

Note: you may incorporate your infographic into your final integrated story, if you would like to get double-duty out of some of your research and reporting time.

Estimated Hours Outside Class:

Readings & Other Prep: 11 -16
Canadaland: 10
Online Participation: 2 (Twitter discussions & Cool Tools)
Exercises & Workshops: 7
Cool Tools: 5
10DoT: 3
Infographic: 8
Proposal: 5
Portfolio/SM Profile: 5
Final Project: 15
Total: 70-75 hours

Need more information? Like, the schedule?

Rather than list our sometimes fluid schedule here, I'm going to get you in the habit of checking out The Pixel Guild website. (thepixelguild.ca)

You'll find the lectures, labs and assigned readings all listed here:
<http://bit.ly/9104-sked>



Contractually Obligated Notes from the Dean's Office of the Faculty of Information and Media Studies

Statement on Academic Offences Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_grad.pdf

Plagiarism: Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing. Plagiarism is a major academic (and journalistic) offence. All required papers may be subject to submission for textual similarity review to the

commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Academic Accommodation

Medical Accommodation

For Western University policy on accommodation for medical illness, see: www.uwo.ca/univsec/handbook/appeals/accommodation_medical.pdf

Student Medical Certificate (SMC):
studentservices.uwo.ca under the Medical
Documentation heading

Students seeking academic
accommodation on medical grounds for any
missed tests, exams, participation
components and/or assignments worth 10%
or more of their final grade must apply to the
Academic Counselling office of their home
Faculty and provide documentation. It will
be the Dean's Office that will determine if
accommodation is warranted.

For work worth less than 10% of the final
grade, the instructor will consider requests for
academic accommodation on medical
grounds made in a timely manner in writing
or by appointment in office hours. Such
requests need not be accompanied by
documentation. The instructor may,
however, decide to require documentation
be submitted to the appropriate Academic
Counselling office.

Students should also note that individual
instructors are not permitted to receive
documentation directly from a student,
whether in support of an application for
accommodation on medical grounds, or for
other reasons. All documentation must be
submitted to the Academic Counselling
office of a student's home Faculty.

Compassionate Accommodation

Academic accommodation (extensions,
makeup tests and exams, additional
assignments etc.) may be given to students
on compassionate grounds. The situations for
which compassionate accommodation can
be given must be serious, including
significant events such as death in the
immediate family, trauma (fire, robbery,
harassment, muggings, car accidents, etc.)
or emergency situations. Documentation is
required.

If a member of your immediate family is
seriously ill, obtain a medical certificate from
the family member's physician and submit
the documentation to your Academic
Counsellor. If you have been involved in a
severe accident, fire or some other
exceptional crises, obtain a copy of the
police report or be prepared to provide the
necessary documentation upon request.

Bereavement

Generally, for deaths within a student's
immediate family (parents, guardians,
caregivers, siblings, spouses), bereavement
leave is granted, upon provision of
documentation.

For deaths within a student's extended family,
academic accommodation is given for one
to three days, upon provision of
documentation.

Students seeking additional bereavement
leave for religious or other reasons should
contact their Academic Counsellors, and
provide valid documentation.

Religious Accommodation

Students should consult the University's list of
recognized religious holidays, and should
give reasonable notice in writing, prior to the
holiday, to the Instructor and an Academic
Counsellor if their course requirements will be
affected by a religious observance.

[http://multiculturalcalendar.com/ecal/index.
php?s=c-univwo](http://multiculturalcalendar.com/ecal/index.php?s=c-univwo)

Further specific information is given in the
Western Academic Calendar.

Support Services

Students who are in emotional/mental
distress should refer to Mental
Health@Western

<http://www.uwo.ca/uwocom/mentalhealth>
for a complete list of options about how to
obtain help.

Other support services on campus:

Office of the Registrar: www.registrar.uwo.ca
Student Development Centre:

www.sdc.uwo.ca

Psychological Services:

www.sdc.uwo.ca/psych

Services for Students with Disabilities:

www.sdc.uwo.ca/ssd

Accessibility Information:

www.accessibility.uwo.ca/

Writing Support Centre:

www.sdc.uwo.ca/writing

Learning Skills Services:

www.sdc.uwo.ca/learning

Indigenous Services: indigenous.uwo.ca/

International and Exchange Student Centre:

www.sdc.uwo.ca/int

Career Centre at Western:

www.success.uwo.ca/careers/