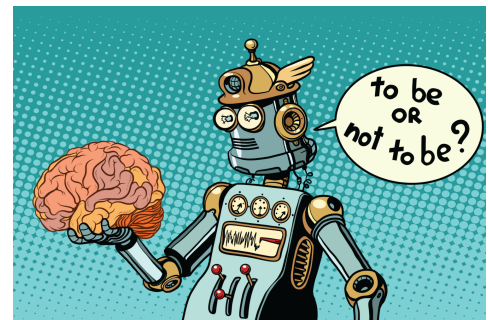


# The Social Media & Digital Production Dojo (Fall 2020)

**Course:** MMJC 9104A  
**Title:** The Social Media & Digital Production Dojo  
**Times:** Asynchronous, Optional Zoom, Mondays: 1:30-2:15pm  
**Lecturer:** Mark Rayner  
**Contact:** OWL Message preferred.  
Email: marayner@uwo.ca Twitter: @markarayner  
Office Hours on Zoom, by appointment  
Web: <http://pixelguild.ca> | Twitter hashtag: #MMJC10DoT  
**Location:** OWL and Zoom

## Why are we here?

This online, asynchronous 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 discuss technological shifts and how to respond to them. My hope is to show you enough technologies that you'll start to get comfortable with learning new ones. 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! OneDrive works well too, and you have free access via Office360.



## Sharing our ideas: the eval breakdown

Professionalism & Canadaland:	15%
10 Days of Twitter:	5%
Exercises:	20%
Story Proposal:	15%
Infographic:	10%
Integrated Story:	35%



### Professionalism & Canadaland: (15%)

As this is an asynchronous class, I'll be tracking how you participate in the OWL discussion board and in the optional Q&A sessions. It's also expected that your communication with your instructors, staff and peers is polite and professional. Grammar and spelling matter, even in messages and emails. Finally, for Zoom sessions, I'd expect that you attend from a quiet location, appearing with a non-distracting background, refraining from engaging in behavior that would be inappropriate in a classroom. (e.g., eating dinner, lounging in bed, using a treadmill, etc.)

For our weekly discussions on OWL and in the Q&A, 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 regularly has engaging guests, and a perspective on media that skews towards the digital. You can find the weekly podcasts here: <http://www.canadalandshow.com/>



Note: you don't have to attend the Q&A on Zoom to do well with this, but it will obviously help. My hope is our weekly discussion in the Forum will be lively. The one live Zoom session that is required is our panel with three MMJC grads.

### 10 Days of Twitter (5%)

**Due: October 6, 11:55 pm**

This is a short mini-course I'll have you follow on your own, so that you get up-to-speed on the importance of Twitter.

### Exercises (20%)

**Due: (see OWL)**

Exercises are worth a variety of points and will be mostly 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 some exercises is getting it posted to your website, and linking from your homepage 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 OWL

### Sweet, short story proposal (10%)

**Due: October 20, 11:55pm**

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?

**Note:** You can find sample integrated stories on the pixelguild.ca website under Resources.>Integrated Storytelling – a Primer.>Integrated Samples

### **Delicious data infographic (10%)**

**Suggested Deadline: November 24\***

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 points of data (with at least two separate sources) and will:

- 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 color, typography and layout
- Be legible and easy to scan

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

**\*Note:** if you want feedback on the infographic, please submit by Nov. 24, otherwise you can submit the infographic as a part of your final project at the later deadline.

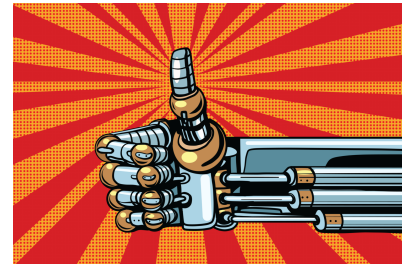
### **Robot approved: integrated story (35%)**

**Due: December 8, 11:55pm**

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 added as an afterthought.) 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.

**Submitting Assignments:** check OWL for how to submit assignments.

### **Support Services**

Students who are in emotional/mental distress should refer to Western's "Health and Wellness" [http://www.uwo.ca/health/mental\\_wellbeing/index.html](http://www.uwo.ca/health/mental_wellbeing/index.html) for a complete list of options about how to obtain help.

### **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](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_grad.pdf)

## Land Acknowledgement

Western University is situated on the traditional territories of the *Anishinaabeg*, *Haudenosaunee*, *Lunaapeewak* and *Attawandaron* peoples who have longstanding relationships to the land and region of southwestern Ontario and the City of London. The local First Nation communities of this area include Chippewas of the Thames First Nation, Oneida Nation of the Thames, and Munsee Delaware Nation. In the region, there are eleven First Nation communities and a growing Indigenous urban population. Western values the significant historical and contemporary contributions of local and regional First Nations and all of the Original peoples of Turtle Island (North America).

## Schedule & Readings

Please check the OWL site for the official schedule and readings – some changes may occur because of guest speakers bookings. On OWL, I will set deadlines for Tuesdays, at 11:55 pm.

Date	Topics	Deadlines
Week 1	Intro & Twitter	
Week 2	HTML, CSS, and Other Nerdy Things	
Week 3	User-Centered Design & CSS Layouts	
Week 4	Writing for the Screen & Web Typography	10 DOT
Week 5	Search Engines & Metadata	
Week 6	What Is Content Strategy? Wordpress	Proposal
Week 7	Perception Theory & Designing for Visual Communications Photoshop	
	Production Week	
Week 8	Infographics & Wireframes Photoshop & Online tools	
Week 9	Social Media Best Practices & Campaigns Guest Lecture: A Day in the Life of a SM Manager with Melissa Cheater Case Study w/ Ashley Wiseman	
Week 10	SMM, SEM and Analytics Guest Lecture: Keith Tomasek on Facebook	
Week 11	Live Zoom Panel: How I Learned to Stop Worrying and Live with Social Media (required)	Infographic
Week 12	Guest Lab: Jennifer Baytor – Killer LinkedIn Profiles	
Week 13	Work Time	Integrated

\* If you want feedback, submit your infographic by Nov. 24, otherwise you can submit your infographic as part of your integrated story at the later deadline.