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MART 391.01: Special Topics - Social Media

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Syllabus MART 391 Fall 2013

Instructor: Kari Goin

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Office hours: by appointment only

McGill 226

Wednesdays 3-5 pm

Course Objectives

-Students will learn what the internet can do for them through an understanding of the systematic process of becoming an online participant and the importance and power of mass collaboration. This will include, but is not limited to social media, internet tools, and open-source software.

-Students will have a comprehensive knowledge on multiple social media platforms, what they do, and how and why we use them, along with creative and artistic design for social media.

-Students will build a sustainable method for utilizing social media throughout the semester and have an established web presence.

-Students will be able to compare and contrast various social media websites that are similar in build for personal interests as well as on a larger, more global scale.

Data Protection

ALWAYS backup your work. Loss of data for any reason is not an acceptable excuse for late work. Computers are known to have all sorts of errors/failures and flash drives and hard drives can be forgotten, stolen, and damaged. It is important for you to save your work frequently and in multiple places so you do not find yourself scrambling to recreate your project from scratch.

Online backup services like Dropbox and Skydrive are an excellent way of further protecting your data.

Grading:

It is a common misconception that teachers assign grades when in reality it is the student who earns the grade. You are responsible for the effort put into each assignment and therefore you assign your own grade. It is the instructor's job to clearly and accurately pinpoint the strengths and weaknesses in your progress.

-Grading will be conducted on a 100 point scale:

Each week of class will be worth 1 point for a total of 15 points. This will be based on attendance.

Homework will be assigned each week. Each assignment is worth 2 points. For a total of 30 points.

20% of your HW time will be to research anything you choose. This is based on the job format outlined in Google, where employees are allotted 20% of their time to pursue projects of their own choosing. Students will be presenting on this research towards the end of the semester. It should be displayed on your social media sites with a link given for the 5 minute class presentation on your subject. Students are encouraged to be creative and innovative in their research. Because we are in an educational setting, subject matter must be appropriate for class. This project will be worth 10 points or 10% of your final grade.

Participation in class conversations is 5 points or 5 % of your grade.

The final portfolio is worth 40 points. This is 40% of your grade!

Topics

This course is divided up into 3 sections:

-The Basics of social media

This section will cover How, When and Why we use social media. We will also cover setting up social media accounts, mass collaboration, effective and non-effective forms of communication as well as ethics and problems of social media.

-Application

In this section, we will be applying what we have learned about social media. We will cover photographs and animated gifs for the web, video for the web, as well as personalizing your sites, how to establish your voice, research, and terms and concepts of social media. We will cover how the application of social media into

daily life has impacted our current political, social, and economic community on a personal, as well as global scale.

-Advanced social media and internet tools

In this section we will cover mobile apps, what they can do for us, and build our own mobile app. Going farther, we cover interactivity within social media, utilizing social media for different markets, and open-source software.

Course Materials

- Students must have access to a computer, or tablet to participate in this class.
- Students must have or set up an email account for use within social media outlets.

Below are recommended software/technology for this class. You by no means need to have or are required to have these.

- Students should have access to or own some version of photo editing software, preferably: photoshop, photoshop elements or iphoto. I am open to similar photo editing software, however will be covering the above versions in class.
- Software must be able to resize an image, change the ppi, and create an animated giff.

- Students should have access to or own some version of video editing software preferably: final cut pro, final cut express, or imovie (youtube will work as well). I am open to similar video editing software programs, however I will be covering the above versions in class. Video software should be able to change codec sizes, perform basic editing techniques, and export using quicktime or .mov files.

- Students should own or have access to a device that shoots photographs and video. This may be as simple as a phone up to DSLR camera.

*This syllabus is subject to change at any point per the instructor.