

WRITING FOR INTERACTIVE MEDIA

COURSE NUMBER: DIG4154	INSTRUCTOR: PROFESSOR KYLE BOHUNICKY
SEMESTER/YEAR: FALL 2017	OFFICE LOCATION/HOURS: M / W 8 AM – 11 AM
CREDIT HOURS: 3.0	CONTACT EMAIL: KYLE@DIGITALWORLDS.UFL.EDU
CLASS LOCATION: NRG 0205	CONTACT PHONE: (352) 294-2000
CLASS MEETING TIME(S): M 8 - 9, W 9	COURSE WEBSITE: spark.adobe.com/page/REHFXC7xPUpti/

COURSE DESCRIPTION

Writing for Interactive Media introduces students to the history and practice of writing in the digital and non-digital arts. Students will explore how various writing practices play a role in the creation and design of various digital media, and they will experiment with writing in a variety of forms including visual media, hypertext, digital games, etc. Course materials include a variety of multimodal media for students to engage with, and they will be expected to draw on these media to produce their own creative artifacts and written responses that grapple with the techniques and concepts discussed throughout the course.

PREREQUISITE KNOWLEDGE AND SKILLS

- BA in Digital Arts and Sciences major

PURPOSE OF COURSE

Although some have suggested that the age of print has passed, writing still permeates a variety of media. Texting, social media, interfaces, games, and game communication tools all ask users to write and read more than ever. Designers must contend with and design software for users' need to communicate in a variety of forms including the written word, and artists regularly experiment with the possibilities of writing with digital platforms. Yet despite these clear intersections between writing and digital technology, oftentimes designers and users alike are ill-equipped to create and understand how to use writing. In this course, therefore, students will learn about and experiment with integrating writing into interactive forms of media including digital games, websites, hypertext, and social networks. Ultimately, this course will help to prepare students for writing with cutting edge digital technology.

COURSE GOALS AND/OR OBJECTIVES: *By the end of this course, students will be able to:*

1. Use fundamental writing techniques in the creation of digital media
2. Recognize and interpret key components of writing (semasiogram, glottogram, logographic, etc.)
3. Analyze the meaning and cultural functions of various writing practices
4. Understand varying cultural writing practices and how they interact in digital media
5. Create experimental writing that harnesses the unique properties of different multimedia tools

COURSE SCHEDULE:

This schedule is only a guide and is subject to change. Unless otherwise indicated, assignments and readings are due the day they are listed on the syllabus, not the following day.

Date	Class Discussion
Aug 21st	Topic Syllabus and Assignments Review
Aug 23rd	Topic Adobe Spark Pages Assignment "How to Become a Writer"
Unit 1: Early Storytelling Practices	
Aug 28th	Topic Origins of Writing Assignment Jean Chapters 1 and 2
Aug 30th	Topic Origins of Writing Continued Assignment Robinson Chapters 1 and 2, Response 1 Due
Sept 4th	Holiday, no class
Sept 6th	Topic The Influence of Writing on Art Assignment Schmandt-Besserat Introduction, Chapters 5 - 7, Conclusion
Sept 11th	Topic Writing and Technology Assignment Liu "Writing" and Flusser Selections 1

<p>Sept 13th</p>	<p>Topic Writing and Technology Continued</p> <p>Assignment Bolter Chapters 1 and 2, Response 2 Due</p>
<p>Sept 18th</p>	<p>Topic The Future of Writing Technology</p> <p>Assignment Flusser Selections 2</p>
<p>Sept 20th</p>	<p>Topic The Future of Writing Technology Continued</p> <p>Assignment Montfort "Continuous Paper" and "Continuous Paper" and Coover "The End of Books"</p>
<p>Sept 25th</p>	<p>Topic How Writing Works</p> <p>Assignment Sampson Chapter 2, Response 3 Due</p>
<p>Sept 27th</p>	<p>Topic How Writing Works Continued</p> <p>Assignment Rogers Chapters 3, 5, and 12</p>
<p>Unit 2: Modes of Digital Writing</p>	
<p>Oct 2nd</p>	<p>Topic Writing for Digital Media</p> <p>Assignment Carroll Chapters 3 - 4</p>
<p>Oct 4th</p>	<p>Topic Writing for Digital Media Continued</p> <p>Assignment Carroll Chapters 5 and 6, Platform Analysis Friday at 5 PM</p>
<p>Oct 9th</p>	<p>Topic Writing for Social Media</p>

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	<p>Assignment Handley and Chapman Chapters 3 and 4</p>
<p>Oct 11th</p>	<p>Topic Writing for Social Media Continued</p> <p>Assignment Handley and Chapman Chapters 5 and 6, Response 4 due</p>
<p>Oct 16th</p>	<p>Topic Writing for Social Media Continued</p> <p>Assignment Handley and Chapman Chapters 7, 8, and 11</p>
<p>Oct 18th</p>	<p>Topic Image and Space</p> <p>Assignment Drucker "Diagrammatic Writing" and Perec "The Page"</p>
<p>Oct 23rd</p>	<p>Topic Playing Between Word and Image</p> <p>Assignment Loss of Grasp and Heavy Industries,</p>
<p>Oct 25th</p>	<p>Topic Playing Between Word and Image Continued</p> <p>Assignment Emerson Chapter 3 and Between Page and Screen, Response 5 Due</p>
<p>Oct 30th</p>	<p>Topic Principles of Hypertext</p> <p>Assignment Landow Introductory Comments from Hypertext, Chapter 3, and Choice of Broadsides</p>
<p>Nov 1st</p>	<p>Topic Principles of Hypertext Continued</p> <p>Assignment Bolter Chapter 3 and My Body, Digital Article due</p>
<p>Nov 6th</p>	<p>Topic Principles of Interactive Fiction</p>

	<p>Assignment Crawford Chapters 1 - 3 and My Boyfriend came back from the War</p>
Nov 8 th	<p>Topic Writing Hypertext</p> <p>Assignment Landow Chapter 5 and The Brain Drawing the Bullet</p>
<p>Unit 3: Interactive Writing</p>	
Nov 13 th	<p>Topic Defining Interactivity</p> <p>Assignment Salen and Zimmerman Chapter 6 and Unmanned, Response 6 Due</p>
Nov 15 th	<p>Topic Defining Interactivity Continued</p> <p>Assignment Landy "Interactivity," Depression Quest</p>
Nov 20 th	<p>Topic In-class design day</p>
Nov 22 nd	<p>No Class, Holiday</p>
Nov 27 th	<p>Topic Designing for Interactive Writing</p> <p>Assignment Anthropy and Clark Chapters 1 and 2, Super Mario Bros. Stage 1-1, Response 7 Due</p>
Nov 29 th	<p>Topic Designing Interactive Writing Continued</p> <p>Assignment "Symbol, Index, Icon," Passage</p>
Dec 4 th	<p>Topic Playing with Writing</p> <p>Assignment Salen and Zimmerman Chapters 3 and 22, Type:Rider</p>
Dec 7 th	<p>Topic Present drafts of final projects and course wrap-up</p>

	<p>Assignment Media Project due Dec 14th at 5 PM We will not meet for our scheduled course final. Please submit your project electronically or with a jump drive in my Digital Worlds Mailbox by Dec 14th at 5 PM.</p>
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REQUIRED TEXTBOOKS AND SOFTWARE:

1. *Type:Rider* - <http://store.steampowered.com/app/258890/TypeRider/>
2. *Gone Home* - http://store.steampowered.com/app/232430/Gone_Home/
3. Inform 7 - <http://inform7.com/>

RECOMMENDED MATERIALS:

1. Unity - <https://unity3d.com/>
2. GameMaker - <https://www.yoyogames.com/gamemaker>
3. Twine - <https://twinery.org/>

COURSE FEES:

Course fees are assessed for certain courses to offset the cost of materials or supply items consumed in the course of instruction. A list of [approved courses and fees](#) is published in the Schedule of Courses each semester. (UF-3.0374 Regulations of the University of Florida).

Material and supply and equipment use fee information is available from the academic departments or from the schedule of courses (Florida Statutes 1009.24). The total course fee for this class is \$12.26

The total course fee for each course is listed on the UF Schedule of Courses. (<https://registrar.ufl.edu/soc/>).

EVALUATION OF GRADES

Assignment	Total Points	Percentage of Grade
Responses – Seven multimodal engagements with weekly materials	700	15%
Platform Analysis – Choose a platform and analyze the writing produced with it	100	20%
Digital Article – Create a mock article for a website	100	20%
Media Project – Working in groups of three, create a written digital artifact	100	30%

Participation and Quizzes – Students are expected to actively participate in class discussions, both in class as well as in class online forums outside class meetings.	100	15%
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GRADING SCALE:

Letter Grade	% Equivalency	GPA Equivalency
A	94 – 100%	4.0
A-	90 – 93%	3.67
B+	87 – 89%	3.33
B	84 – 86%	3.00
B-	80 – 83%	2.67
C+	77 – 79%	2.33
C	74 – 76%	2.00
C-	70 – 73%	1.67
D+	67 – 69%	1.33
D	64 – 66%	1.00
D-	60 – 63%	.67
E, I, NG, S- U, WF		0.00

More information on grades and grading policies is here:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

COURSE POLICIES:

PARTICIPATION / ATTENDANCE

We value participation more than mere attendance. Each Instructor is responsible for communicating the specific details of what percentage of your grade (if any) will be assigned to participation, and how class participation will be measured and graded. Real Time [RT] interaction with your peers and the Instructor will empower you to greater achievement.

In our course, attendance for On-Campus and RT On-Line students is mandatory. Students are allowed **three unexcused absences**. If you miss more than **three classes** during the semester, each additional absence will lower your overall grade by **100 points**. If you miss more than **six classes**, you will fail the course. Exempt from this policy are only those absences involving university-sponsored events, such as athletics and band, and religious holidays, family emergencies, and health issues for which **you must provide appropriate documentation in advance of the absence**.

Additionally, tardiness will not be tolerated. If you are tardy for three class periods, you will receive an unexcused absence.

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YOT On-Line students will be expected to stay in sync with the rest of the class, and to achieve their participation portion by recording their responses to course material in advance of each lecture at least once a week.

MAKE-UP POLICY

Unless discussed at least 72 hours in advance of the deadline, late assignments will not be accepted. Excluded from this policy are any assignments missed due to medical emergencies.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

COURSE TECHNOLOGY

The students will be required to have access to, and use a personal computer with the access to the Internet. Word editing software will be required for written assignments.

COURSE COMMUNICATIONS

Students can communicate directly with the Instructor regarding the course material through the course management system (CANVAS). Electronic communication must demonstrate a formal tone and style and, unless absolutely urgent, will be responded to M-F from 9 AM to 5 PM.

VIDEO LECTURE CAPTURE

High-quality video lecture capture of this course is available only for enrolled students. These video captures are edited and posted within 24-48 hours of the class meeting for the benefit of the Your Own Time [YOT] students and to offer the potential for review by on-campus and Real Time [RT] online students. For the on-campus and RT students, watching lectures in lieu of attending and participating in class is NOT acceptable.

Your Instructor will provide you with this semester's login information during the first week of class. It is not permissible to share or distribute video login information to anyone other than officially enrolled students of this course. Lecture videos can be found at <https://vimeo.com/digitalworlds>.

NOTE ON INSTRUCTION

This is a discussion-based course, not a lecture. As such, the value of this class will depend largely on what and how you decide to contribute to it. I expect everyone to participate in discussion by carefully engaging with the assigned readings. Many of these texts are complex, and some may challenge your conception of interactive media/stories, so careful reading and note taking is necessary. Give yourself enough time to work through the texts and approach each reading/discussion generously and with an open-mind.

UF POLICIES:

UNIVERSITY HONESTY POLICY

UF students are bound by The Honor Pledge that states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The [Honor Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

PLAGIARISM

Plagiarism is a violation of the UF honor code. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- “1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.”

Students shall not use unauthorized materials or resources in an academic activity. Unauthorized materials or resources includes any paper or project authored by the student (or another student) “and presented by the student for the satisfaction of any academic requirement if the student previously submitted substantially the same paper or project to satisfy an academic requirement and did not receive express authorization to resubmit the paper or project.”

CLASS DEMEANOR

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

STUDENTS REQUIRING ACCOMMODATIONS

Students with disabilities requesting accommodations should first register with the [Disability Resource Center](#) (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

NETIQUETTE COMMUNICATION COURTESY

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats, more information can be found at: <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

ONLINE COURSE EVALUATIONS

Students are expected to provide feedback on the quality of instruction in this course by completing [online evaluations](#). Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at [evaluation results](#).

CAMPUS RESOURCES

HEALTH AND WELLNESS

U Matter, We Care

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392- 1575 so that a team member can reach out to the student.

Counseling and Wellness Center

<http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

ACADEMIC RESOURCES

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.

<http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.

<http://teachingcenter.ufl.edu/>

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.

<http://writing.ufl.edu/writing-studio/>

Student Complaints Campus:

https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf

On-Line Students Complaints:

<http://www.distance.ufl.edu/student-complaint-process>

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Disclaimer: This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.