

DIG4154 Writing for Interactive Media

Instructor

Dr. Kyle Bohunicky

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Email

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Office Location

REVE 118

Office Hours

Wednesdays 10 AM – 12 PM

Course Number

DIG4154

Semester/Year

Spring 2020

Course Credits

3 credits

Course Location

NRG0205

Course Meeting Times

M 5 – 6, W 6

Course Description

This course provides in-depth analysis and opportunity to hone writing and communication skills needed in the creation and development of interactive digital media. Students will investigate approaches for generating high-quality writing and the blend between development, planning, technical and creative writing through writing the documents to support a digital media project's development and production.

Pre-Requisites

Digital Arts and Sciences BA major of senior standing.

Objectives: By the end of this course, students will be able to:

- Practice various writing and communication strategies within professional contexts
- Experiment with various writing tools and platforms
- Analyze communication problems and present solutions
- Use non-traditional platforms in professional ways
- Create various forms of written media

Required Materials

- *Essentials of Business Communication*, Guffey and Loewy
- *Style: The Basics of Clarity and Grace*, Williams and Bizup
- *Real Communication*, 4th Edition, O'Hair et al.

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
Jan 6	<p>Topic Syllabus and Assignments Review</p>
Jan 8	<p>Topic Business Communication; From Cardboard to Cash: The Legend of Domino's Pizza</p> <p>Assignment Read: Guffey Chapter 1</p> <p>https://news.avclub.com/the-story-behind-domino-s-we-re-sorry-for-sucking-cam-1798259162</p> <p>https://www.bloomberg.com/features/2017-dominos-pizza-empire/</p>
Jan 13	<p>Topic Writing Basics: Effective sentence structure and action</p> <p>Assignment Read: Williams and Bizup Chapters 1 and 2</p>
Jan 15	<p>Topic Email guidelines; The Sushi Memo: Conveying information that Matters</p> <p>Assignment Read: Guffey Chapter 5 https://en.wikipedia.org/wiki/Sushi_memo</p> <p>Due: Email 1 (Overview of Social Channels) Jan 19th</p>
Jan 20	Holiday, no class
Jan 22	<p>Topic Planning Writing; How to reference and summarize other people's words and actions</p> <p>Assignment Read: Guffey Chapter 2; example summaries and references</p>
Jan 27	<p>Topic Writing concisely / about character</p> <p>Assignment Read: Williams and Bizup Chapter 3 and 4</p>
Jan 29	Topic

	<p>Drafting Professional Writing: How to Start Writing. Does professional communication matter and can it REALLY affect me/my company?</p> <p>Assignment Read: Guffey Chapter 3 http://diablo.wikia.com/wiki/Jay_Wilson</p> <p>https://kotaku.com/5936142/diablo-iii-interview-leads-to-unexpected-facebook-bitching (apologies for the article title)</p> <p>https://www.youtube.com/watch?v=WgQJGruEsno</p> <p>https://us.battle.net/forums/en/d3/topic/6398870250</p> <p>https://www.eurogamer.net/articles/2016-06-06-diablo-3-director-leaves-games-industry-after-17-years Due: Email 2 (Overview of Peers' Social Presence) Feb 2nd</p>
Feb 3	<p>Topic Writing Structure</p> <p>Assignment Read: Williams and Bizup Chapter 5 and 6</p>
Feb 5	<p>Topic Revising Professional Writing: What to do after you finish writing</p> <p>Assignment Read: Guffey Chapter 4</p>
Feb 10	<p>Topic Workplace Reports</p> <p>Assignment Read: Guffey Chapter 9</p>
Feb 12	<p>Topic Communication: A Relational Model</p> <p>Assignment Read: O'Hair Chapter 1 https://twitter.com/Wendys?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor</p> <p>https://www.deputy.com/blog/how-wendys-used-social-to-profit-64m-in-a-year</p> <p>https://www.forbes.com/sites/andriacheng/2018/10/08/wendys-twitter-roasts-have-become-the-envy-of-marketers-heres-how-it-does-it/#f4de83cfea4c</p> <p>https://www.ranker.com/list/the-best-of-wendys-twitter/mick-jacobs</p> <p>https://www.marketwatch.com/story/wendys-edgy-twitter-feed-strikes-the-right-note-in-the-age-of-trump-2018-06-27</p>

	<p>https://www.rockpapershotgun.com/2018/10/24/gog-makes-another-offensive-tweet-offers-non-apology/</p> <p>https://www.eurogamer.net/articles/2018-10-23-gog-facing-twitter-backlash-again-after-insensitive-wontbeerased-tweet</p> <p>https://kotaku.com/gogs-community-manager-was-fired-for-offensive-tweets-1830922081</p> <p>Due: Memo (Branding Overview + Network Summary) Feb 16th</p>
Feb 17	<p>Topic Writing Structure Continued</p> <p>Assignment Read: Williams and Bizup Chapter 7 and 8</p>
Feb 19	<p>Topic Workplace Reports Continued</p> <p>Assignment Read: Guffey Chapter 10</p>
Feb 24	<p>Topic Perception and Communication. How you are perceived vs how others perceive you.</p> <p>Assignment Read: O'Hair Chapter 3 Watch: The Facebook Dilemma Part 1: https://www.pbs.org/wgbh/frontline/film/facebook-dilemma/</p>
Feb 26	<p>Topic Sharing Good News</p> <p>Assignment Read: Guffey Chapter 6</p> <p>https://playoverwatch.com/en-us/news/patch-notes/pc</p> <p>https://www.youtube.com/watch?v=TTDAJODGLXY</p> <p>https://www.youtube.com/watch?v=1rge4Wo508U</p> <p>Due: Social Media Package Mar 1st</p>
Mar 9	<p>Topic Verbal Communication</p> <p>Assignment Read: O'Hair Chapter 4</p> <p>Watch and Read: https://www.pbs.org/newshour/nation/talk-silicon-valley-without-saying-anything</p> <p>https://www.forbes.com/sites/groupthink/2012/01/26/the-most-annoying-pretentious-and-useless-business-jargon/#4cc646a42eea</p>

	<p>https://www.huffingtonpost.com/2014/04/25/work-words_n_5159868.html</p> <p>https://www.allbusiness.com/cost-corporate-speak-business-jargon-negatively-impacts-organizations-112904-1.html</p>
Mar 11	<p>Topic Sharing Bad News</p> <p>Assignment Read: Guffey Chapter 7 https://www.npr.org/2015/04/20/400374744/5-years-after-bp-oil-spill-effects-linger-and-recovery-is-slow</p> <p>https://www.thebalance.com/bp-gulf-oil-spill-facts-economic-impact-3306212</p> <p>https://www.reuters.com/article/us-oil-spill-bp-apology/bp-ceo-apologizes-for-thoughtless-oil-spill-comment-idUSTRE6515NQ20100602</p> <p>http://science.time.com/2010/07/25/oil-spill-goodbye-mr-hayward/</p> <p>Due: Overlay + Live-Stream Channel + Stream Schedule + Archive Mar 15th</p>
Mar 16	<p>Topic Communication around and beyond writing</p> <p>Assignment Read: O'Hair Chapter 5 Watch: https://www.dailymotion.com/video/x4tethk</p>
Mar 18	<p>Topic Writing to Persuade; Read example reports on canvas</p> <p>Assignment Read: Guffey Chapter 8</p>
Mar 23	Conference Travel
Mar 25	Conference Travel Due: Audience Interaction and Recruitment Report Mar 29th
Mar 30	<p>Topic Communication and Culture</p> <p>Assignment Read: O'Hair Chapter 6 https://qz.com/work/1128150/your-companys-slack-is-probably-sexist/</p> <p>https://hbr.org/2017/10/a-study-used-sensors-to-show-that-men-and-women-are-treated-differently-at-work</p>

	https://www.vanguard.edu/uploaded/Academics/Graduate/Organizational_Psychology/Modern-Day-racism-in-the-workplace-Symbolic-diversity-or-real-change.pdf https://www.theatlantic.com/business/archive/2015/03/how-to-make-your-company-less-sexist-and-racist/388931/ http://fortune.com/2016/06/10/racism-sexism-work-conversation/ https://www.theguardian.com/world/2017/nov/06/workplace-surveillance-big-brother-technology
April 1	Topic Writing the Cover Letter Assignment Read: Guffey Chapter 13
April 6	Topic How to Use Job Postings Assignment Read: (Job Postings TBA)
April 8	Topic Communicating with Co-Workers Assignment Read: O'Hair Chapter 8, Guffey Chapter 11
April 13	Topic Managing Conflict Between Co-Workers Assignment Read: O'Hair Chapter 9
April 15	Topic In-class work day
April 20	Topic In-class work day
April 22	Topic Course Wrap-up Due: Live-Stream Report + Cover Letter April 30th

Evaluation of Grades

Assignment	Total Points	% of Grade
Email 1 – An overview of the key social channels that successful folks in your field use to promote themselves and communicate with peers	100	10%
Email 2 – An overview of the various ways that successful folks conduct themselves on these platforms and communicate with others	100	10%

Assignment	Total Points	% of Grade
Memo – A memo outlining how you will brand yourself of various social platforms and how it responds to the network that you’ve built	100	10%
Social Media Package – The official launch of all your social media channels with consistent branding and tone, access to free hootsuite account	100	10%
Overlay, Channel, Schedule, and Archive – A report introducing your live-stream content, visuals, schedule, and back-up	150	15%
Audience Recruitment and Interaction Report – A report outlining your success in building and sustaining an audience as well as your interaction techniques	150	15%
Live-stream Reflection and Cover Letter – A reflection describing the successes and struggles of your stream and social channels as well as a cover letter	200	20%
Participation – Daily contributions to class discussion	100	10%

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 – 59%	0.00

More information on grades and grading policies is here:

<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

Materials and Supply Fees

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 \$0.00.

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

Course Polices

Attendance Policy, Class Expectations, and Make-Up Policy

In our course, attendance 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.

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/UGRD/academic-regulations/attendance-policies/>

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.

The University of Florida and Digital Worlds requires that students have access to and on-going use of a laptop/mobile computer for DIG courses in order to be able to function in the current learning environment. Digital Worlds requires each student's laptop computer to meet certain minimum specs for heavy graphics use, the requirements documented below must be met.

DW Technology Requirements: <https://digitalworlds.ufl.edu/programs/ba-in-digital-arts-sciences/technology-requirements/>

Course Communications

Students can communicate directly with the instructor regarding the course material through the course management system (CANVAS) using "Canvas Mail".

Course Technology Support

The [Technology Support Center](http://digitalworlds.ufl.edu/support) provides computer support for Digital Worlds students who access Zoom, lecture recordings, student equipment, facilities and other technology-based resources.
<http://digitalworlds.ufl.edu/support>

For computer assistance related to Zoon, lecture recordings, student equipment, and facilities request please [Submit a Help Ticket](#) or email support@digitalworlds.ufl.edu.

For support related to account services, technical consulting, mobile device services, software services, administrative support, application support center, and learning support services, please contact the [UF Computing Help Desk](#) available 24 hours a day, 7 days a week at 352-392-4357 or helpdesk@ufl.edu.

UF Policies

University Honesty Policy

UF students are bound by The Honor Pledge which 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 (<https://www.dso.ufl.edu/sccr/process/student-conduct-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.

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, <https://www.dso.ufl.edu/drc>) 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>

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Campus Resources

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

E-learning Technical Support

352-392-4357 (select option 2) or e-mail to Learning- learning-support@ufl.edu

Career Connections Center

Reitz Union, 392-1601. Career assistance and counseling. <https://career.ufl.edu>

Library Support

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

Teaching Center

Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>

Writing Studio

2215 Turlington Hall, 846-1138. Help brainstorming, formatting, and writing papers.
<http://writing.ufl.edu/writing-studio/>

Student Complaints Campus

<http://regulations.ufl.edu/wp-content/uploads/2012/09/1.0063.pdf>

Online Students Complaints

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

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.