

Online Media

JMC 425-03H
Arizona State University | Walter Cronkite School of
Journalism and Mass Communication

Fall Semester 2009
T/Th 12 – 1:50pm (Honors and Undergraduate Students)
Cronkite 318
Prerequisite: JMC 201

Contact

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<http://scarpenter.personal.asu.edu/wordpress/>
<http://serenacarpenter.com>
<http://delicious.com/serena15>

Syllabus

Class Materials

It is also mandatory that you purchase:

1. **Portable external hard drive.** Buy it within two weeks. It needs to be a **FireWire 400, not USB**, and the size of the drive should be **at least 100 GB** and must be **Mac or Mac/PC compatible**. *Do not save material until the drive has been formatted.* Try Fry's, B&H Photo Video, or Amazon. It is recommended to buy a Maxtor, LaCie, or Seagate external hard drive. LaCie usually sells the smallest physical size.
 2. **Headphones.** Any standard headphone will work for this class.
 3. **Three-ring binder.** There are numerous handouts provided for this class because no text is required. However, there are FREE online resources available:
 - Lynda (online video tutorials) <http://www.lynda.com/>
 - PDF book is Journalism 2.0 by Mark Briggs. You can download the book at http://www.kcnn.org/resources/journalism_20/
 - Online Journalism Review "How-To" Guides <http://www.ojr.org/ojr/wiki/>
 - Journalist's Toolbox <http://www.journaliststoolbox.org/>
 - We the Media <http://oreilly.com/catalog/wemedia/book/index.csp>
 - YouTube provides many tutorials as well
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Course Goals

- To write and edit for online users
- To understand the value of developing an online identity

- To understand basic online and visual communication
 - To shoot and edit visuals
 - To create sites using basic HTML, content management systems, and Dreamweaver
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Course Changes Class assignments and lectures reflect the changing nature of online communication. The professor may make changes in the course schedule as the semester progresses, and thus students used to structure may experience discomfort.

Equipment Students will be able to check out equipment, including digital cameras, audio recorders, video cameras and tripods.

- Equipment can be checked out for a maximum of 24-36 hours from Room 608 or by calling 602.496.5253.
- Equipment for the weekend can be checked out if s/he picks up the camera after 3 pm on Friday and returns it by 10 am the following Monday.
- If you are one minute late, your check out privileges will be revoked. Students are strongly encouraged to reserve equipment well in advanced.
- Equipment room hours are Mon.-Thur. 8 am-10 pm, Fri. 8 am-7 pm, and Sat. 10 am-5 pm.
- It is the student's responsibility to ensure that s/he has all of the necessary equipment, NOT the lab employee.

Lab Hours

- Mon. – Thurs. 7am – 10pm, Fri. 7am – 7pm, Sat. 12pm – 9pm, Sun. 11am – 8pm
- Please check the sheet located outside of the door during the weekdays to see when labs are open.
- There are also video edit bays on the 6th floor for your use.

Assisted Lab Hours

- Nic Lindh: Tues. 11am – 1pm (Cronkite 356), Wed. 3-5pm (Cronkite 318), Thurs. 11am – 1pm (Cronkite 356).

Etiquette

- Drink and food are not allowed in the classroom.
- Please arrive to class on time and listen respectfully while the instructor, guest lecturer or other students are speaking. This also includes not checking email or social networking sites.
- Use of mobile devices or the internet during lectures will affect your final grade.
- If you finish your assignment early, you can go online.
- If you do not actively participate in class discussions, you will also be docked.

Attendance There are no excused absences. However, you can miss two classes, and any absences beyond two classes will result in a minimum of a full-grade penalty on your semester grade for each missed class. Tardiness is considered the same as an absence, and will affect your final grade. It is advised not to miss class because each class reflects a unique knowledge area.

Deadlines Homework is due at the **beginning of each class** without exception. Assignments handed in one day, one hour or one minute late will receive at least two full grade deductions.

This is a class where you learn a new application almost every week. Thus, if you plan to do your assignment at the last minute and you are unfamiliar with the technology, there is a good chance you will be late. You should save yourself enough time to be able to ask the teacher a question if a problem should occur, or save yourself enough time to research how to troubleshoot the problem.

Academic Integrity Adhering to a high ethical standard is of special importance in the world of journalism, where reliability and credibility are the cornerstones of the field. Therefore, the Cronkite School has adopted a “zero tolerance” policy on academic dishonesty. If any student is found to have engaged in academic dishonesty in any form - including but not limited to cheating, plagiarizing and fabricating - that student will receive a grade of XE for the class and will be dismissed from the Walter Cronkite School of Journalism and Mass Communication. Reinstatement will not be considered. There will be no exceptions. At the beginning of every Cronkite class, each student will be given a copy of the full academic integrity policy, along with accompanying information on plagiarism. Students must sign a pledge that indicates they have read and understood the material and agree to abide by the policy.

Cronkitezine If final project work is of high quality; it will be published on the Cronkitezine online magazine. It can be access at <http://cronkitezine.asu.edu/spring2009/index.html>

Assignments You will be given in-class assignments and exercises, as well as outside of class assignments. You will have to complete some of the work on your personal computer or in a computer

lab. Unless specified in the syllabus, all work must be printed and turned in at the beginning of class.

All papers must be typed. **Save all of your homework on a flash drive** and a personal computer. At least once a year, a student's computer crashes and s/he loses her/his work. In the online world, it is imperative to back up your work.

You also will work on a final project that will pull together the skills you learn in this class. The instructor will divide the class into teams. Each person is required to pull her/his own weight.

Readings

Readings are listed on the day that they are due. It is your responsibility to look ahead to the next class period to determine what should be read for that day's class.

Grading

Grading of assignments, exercises and the final project will be based on your ideas, work ethic, meeting deadlines, quality of writing, grammar and spelling as well as your understanding of the web fundamentals outlined under course goals. Individual assignments and the final grade will be graded as follows:

97-100% = A+ (you're a multimedia rock star)
94-96% = A
90-93% = A-
87-89% = B+
84-86% = B (very competent)
80-83% = B-
77-79% = C+
74-76% = C (average)
60-69% = D (come see me)
59% and below = E (come see me)

Online Media

JMC 425-03H Assignments
Arizona State University | Walter Cronkite School of
Journalism and Mass Communication

Points

In-class assignments: TBA
Four blog posts and comments: 100 points
Online article: 80 points
Video sidebar for online article: 65 points
Banner: 15 points
Professional web site: 150 points
Final team project: 150 points
Social media assignment: 100 points

Blog and Comments Assignment: 100 points

Four separate blog entries must be completed at the beginning of class. Blog entries should demonstrate that you are an expert or that you care about a particular topic. Examples of topics include writing for a company or about a sports team, political figure or issue, etc. Remember to pick a topic that is unique and that sets you apart from other bloggers.

Your blog posts should reflect what you have learned in class. Remember to keep your blog posts short. Add detail via hyperlinks, wordy posts slow down the users ability to scan content. Incorporate information that readers would find useful for them. It should not look like a text article found in the traditional news media. Write a SEO friendly headline using keywords related to your post. You should also show a good command of Standard English and have some flair and originality. Remember the world of blogging is about sharing information. Do not hesitate to talk about someone else's blog including linking to it.

You cannot use copyrighted material. Use your own material. Also, here are some sites that provide stock material:

<http://www.sitepoint.com/blogs/2009/03/05/a-collection-of-30-free-stock-photo-sites/>

<http://www.flickr.com/creativecommons>

<http://everystockphoto.com/>

<http://www.stockvault.net/>

<http://mashable.com/2009/08/04/free-blog-media/>

Resources

"How to write great blog comments"

<http://moblogsmoproblems.blogspot.com/2009/05/how-to-write-great-blog-comments.html>

Grading Criteria

- 10 points - content – Relevant to blog’s focus? Timely? Meaning links?
 - 4 points – Short sentences? Short paragraphs? Is it properly tagged and categorized? Good headline?
 - 3 points -- "Wow!" factor: Does the post provide some educational information for the reader? Does it provide additional resources? Does it use links to attribute to compelling resources?
 - 3 points – writing and style, mechanics, grammar, spelling
 - 5 points each - **Comments** – you must comment on *two* separate blogs related to your blog topic each week (not your fellow classmates). Comments must add value to the post and invite reflection/conversation. Do write comments such as “good job” or “nice post.” On the due date of when each blog post is due, you must email me at Serena.Carpenter@asu.edu: 1) the *URL* of the blog post featuring your comment, not the blog and 2) your *actual comment* in the email. You must comment on at least four different blogs throughout the semester, which are due at the time of each post is due.
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Online Article Assignment: 80 points

Group members will each write a story under the theme decided by the group. You need to do research for this piece; this means interviewing a diversity of sources, seeking online resources, and including data from online sources or by doing your own calculations. For example, you could count how many restaurants are located within two blocks of the school in the Phoenix area that offer sub sandwiches. However, group projects cannot be on what to do around ASU. It can be on an issue facing ASU or ASU students/workers.

- Each story will be 300-800 words
- At the end of the story, you must suggest a pull quote and place at the end of the story.
- At the bottom of the story, provide an info box and video sidebar idea next to your text story. Both sidebars must be separate stories from your text story. For example, if you write a text story on a street performer, the sidebar could be on state laws related to street performing. Text and video stories should be related, but not the SAME story.
- Bold the words you plan to treat as links. In the order of the links within your article, place their corresponding URLs at the end of your article.
- Include a headline, your name, subheads (if necessary), and a summary deck as well.

Examples

<http://cronkitezine.asu.edu/spring2008/stroke.html>

<http://cronkitezine.asu.edu/spring2008/skatepark.html>

Grading Criteria

- 54 points – reporting, multiple sources, storytelling, headline, summary deck. You story must reflect research including sources.
- 5 points – meaningful hyperlinks
- 5 points - pull quote suggestion(s)
- 6 points - info box and video ideas
- 10 points – grammar, AP, spelling

To hand in the assignment, please provide a printed copy, double-spaced at the beginning of class.

Video Sidebar Assignment: 65 points

You will shoot, edit and prepare video for the web to supplement your text story. It can be a series of interview sound bites, b-roll/interviews, or a short story with narration. IT CANNOT BE THE SAME STORY AS YOUR TEXT STORY. Higher grades will be given to those who go beyond the minimal requirements of the assignment, especially those with video backgrounds. Expect a separate handout on the grading criteria.

Examples

Broll: <http://www.newscientist.com/article/dn13554>

Interviews: <http://www.madison.com/wsj/projects/hiphop/index.html>

Story: <http://cronkitezine.asu.edu/specialprojects/asucrime/saftey.html>

Social Media Assignment: 100 points (Honors Assignment)

Employers are increasingly attracted to people who understand how to use social media to promote their site. Most traffic to information organizations comes from search engines or other sites. This assignment requires you to **promote both your name and your content online**. This skill is becoming increasingly important for public relations professionals, entrepreneurs and journalists. Expect a handout detailing the assignment.

Resources

“Journalists must build personal brand.”

<http://mindymcadams.com/tojou/2009/journalists-must-build-a-personal-brand-10-tips/>

“How to build a personal brand on Twitter”

<http://mashable.com/2009/05/20/twitter-personal-brand/>

“Check for usernames”

<http://usernamez.com/> or <http://knowem.com/>

“Starting a business”

http://www.impressionsmag.com/impressions/content_display/industry-news/e3ibe5cac8525fe7c59d2c7cb17d7a2e781

“Wal-Mart Enlists Bloggers in P.R. Campaign”

<http://www.nytimes.com/2006/03/07/technology/07blog.html? r=1&scp=14&sq=promoting%20online%20image&st=Search>

Grading Criteria

- 40 points – promotion of your name
 - 40 points – promotion of blog/content
 - 20 points – paper, writing and style, mechanics, grammar, spelling
-

Banner Assignment: 15 points

A banner is the first object people see when visiting your site. It gives them an impression of your Web site. It is usually the most creative element of the Web site, and thus requires more time to create than any other element. It will be featured on every single page.

Resources

Designing a Web site banner <http://www.entheosweb.com/photoshop/banner.asp>

Photoshop Banner

1. This banner will be used for your professional site. Think about a professional color, muted colors or black is best.
2. Must save it as a .jpg and .psd file, and put in your folder on the server

Grading Criteria

- 10 points -- typography, color, layout, graphics
 - 5 points -- "Wow!" factor: Will a potential employer be impressed? Is it original? Creative? Does it look professional? Does it do a good job of reflecting what you want potential employers to see? Does it look credible?
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Group Project: 150 points

This assignment requires **SOLID REPORTING**. This means research, aggregating data, talking to people, etc. The journalistic and storytelling aspects are more important to me than the technical requirements, thus, I will apply more weight to those aspects when grading.

This assignment revolves around one topic. The group will write several different stories focused on the group topic. Members will be docked for a lack of contribution.

Do not take elements from the web. If your work is of high quality and informational value, it will be published in the CronkiteZine online magazine. If it is of superb quality, it will be submitted to journalism competitions. I expect you to revise your work to make your package even better for publication. You will receive a handout on the grading criteria related to this assignment.

Online Portfolio: 150 points

This is a portfolio that demonstrates the breadth of your professional work. Be creative!

Examples

<http://serenacarpenter.com/?p=747>

<http://samuelhoodburke.com/default.aspx>

http://www.cindyroyal.com/webdesign/studentwork_sum09.php

<http://www.auburnmedia.com/wordpress/2009/06/26/spring-2009-student-digital-resumes-and-portfolios/>

Resources

“Free icons” <http://www.iconfinder.net/ultimate> and
<http://www.tripwiremagazine.com/category/icons>
“Choosing colors with Color Scheme Designer” <http://colorschemedesigner.com/>

Contents of the Portfolio

1. A home page or introduction page that introduces the site and your work.
2. A brief biography of yourself including the site purpose
3. Contact information for yourself on a separate page
4. Employers should be able download a PDF copy of your resume
5. A page of work examples
6. A home button on each page
7. Photos and videos must be prepared for the web
8. Your design work MUST BE original. Copying someone else's page layouts is worthless (and earns zero points) because you're supposed to be demonstrating YOUR OWN design skills.
9. Meeting the deadline is necessary. Late assignments always receive a zero.

Grading Criteria

- skillful use of color, typography, white space, no CRAP (principles of web design)
- "Wow!" factor: Will a potential employer be impressed? Is it original?
- content that reflects you professionally
- correct (standards compliant) use of HTML or XHTML and CSS
- writing and style, mechanics, grammar, spelling (errors can make someone decide not to hire you)
- Use of elements taught in class

Extra credit: 20 points of extra credit

Continue writing your blog. Each post must have at least one meaningful link. You are required to write at least 12 posts, which includes the four you have already written. This should not be done at the very end of the semester. Each post should be well thought out and edited. Do not take material from other people's Web sites and post it on your blog. The post should be your original creation. It is encouraged to record video and take pictures, and incorporate them. Do not use material from another Web site, only link to another Web site. This practice is encouraged. Also, many employers indicate that they prefer students to blog.

Schedule

WEEK 1

08.25

Lecture: 1) You, me, and the syllabus, 2) survey of skills and background, 3) discussion of expectations of the class

Lab: “25 big questions for the future of journalism and PR”

<http://mediaemerging.com/2009/04/03/25-questions-for-journalism-and-pr/>

Pick any of these 25 Big Questions and answer it in the comments, and I want you to respond to someone else’s comment. Use your real and full name for this assignment. If you finish early, begin to think an idea for your professional blog. Search Technorati.

Due: This assignment is due by midnight (08.25).

08.27

Lecture: 1) The purpose of blogs, 2) equipment checkout policy, 3) use of copyright materials, 4) RSS readers

Lab: Discuss blogs

Resources: Read “How to Name Your Blog”

<http://ariwriter.com/how-to-name-your-new-blog/>

“State of the Blogosphere”

<http://technorati.com/blogging/state-of-the-blogosphere/>

“When Journalists Blog”

<http://nieman.harvard.edu/reportsitem.aspx?id=100696>

“Blogging for PR”

<http://www.webpronews.com/insiderreports/2004/10/12/blogging-for-pr>

Due: Pitch your blog idea to me including the name of your blog. I would suggest using a name related to a topic that you are or would like to be regarded as an expert in. Be specific. The name of your blog is the title of the blog.” Think about making it Google friendly. I do not want blogs about your personal life; it must be professional and focused on one topic. The purpose is to promote you and your work.

WEEK 2

09.01

Lecture: Setting up your blog and blogroll. Nic Lindh.

Lab and Assignment: Come to class with a *topic*, *personal photo* and a *name* for your blog to create your first blog post. You should be prepared to begin writing your first blog post during this class period. To further prepare, find blogs that related to your topic.

Resources: “How to blog on Wordpress.com video tutorial”

<http://www.socialmedia.biz/2009/05/25/how-to-blog-on-wordpresscom-video-tutorial/>

“Free WordPress Themes”

<http://wordpress.org/extend/themes/>

<http://www.smashingmagazine.com/2009/05/18/100-amazing-free-wordpress-themes-for-2009/>

<http://www.freewpthemes.net/wordpress-themes/>

<http://www.1stwebdesigner.com/wordpress/70-free-and-premium-wordpress-themes/>

<http://www.1stwebdesigner.com/wordpress/60-free-yet-premium-quality-wordpress-magazine-news-themes/#more-4051>

[http://wordpressthemesbase.com/search/?category=0&properties\[\]=3-columns&order=downloaded](http://wordpressthemesbase.com/search/?category=0&properties[]=3-columns&order=downloaded)

Due: Select your WordPress theme before class. Google “free WordPress themes” to find one. It should have at least two-columns and allow pages.

09.03

Lecture: 1) Online media jobs, 2) discuss group projects including the assignment of text stories (one main story with sidebars), and 3) storyboarding

Due: Your **first blog post and 2 comments** including a **minimum of 3 blogs for your blogroll** are due.

WEEK 3

09.08

Lecture: 1) Writing and structuring content for the web (hyperlinks, summary decks, headlines) and 2) search engine optimization (SEO)

Assignment:

“Usability expert: BBC publishes the world’s best headlines”

<http://www.poynter.org/column.asp?id=31&aid=162650>

“The Ten Mistakes” <http://www.holtuncensored.com/hu/the-ten-mistakes/>

“Linking in Journalism”

http://www.nytimes.com/2008/10/13/business/media/13reach.html?_r=4&ref=media&oref=slogin&oref=slogin&oref=slogin

“H is for Hypertext: What Makes a Good Link”

<http://www.poynter.org/column.asp?id=52&aid=127952>

“Twelve Tips for Optimizing your Site for Search Engines”

<http://www.kcnn.org/modules/seo/>

09.10

Lecture: 1) Promoting your content using social media 2) social networking, and 3) e-branding

Lab: Sign up your name for several accounts that help you promote yourself and content professionally on the web.

Resources: "Networking News"

<http://www.ajr.org/Article.asp?id=4646>

"Older adults among newer members on social networking sites"

http://www.usatoday.com/tech/hotsites/2009-01-14-social-networking_N.htm

"Digging Into Social Media to Build a Newspaper Audience"

<http://nieman.harvard.edu/reportsitem.aspx?id=100697>

"Your ultimate guide to Delicious bookmarking"

<http://www.interactiveinsightsgroup.com/blog1/ultimate-guide-to-delicious-social-bookmarking/>

Due: Your second blog post and two comments. Pitch ideas for your group project.

WEEK 4

09.15

Lecture: 1) Using Twitter

Lab: In class, set up your Twitter account and follow INDIVIDUALS in your field.

Resources: This site provides a great PDF manual of Twitter basics (<http://www.davidrisley.com/twittermanual/>).

<HTTP://MASHABLE.COM/2009/05/31/TWITTER-TUTORIALS-YOUTUBE/>

"Helpful links to learn about Twitter"

<http://stevebuttry.wordpress.com/2009/04/10/helpful-links-for-learning-about-twitter/>

Due: Your third blog post and two comments

09.17

Lecture: 1) How to compose photos, 2) how to use a digital camera, and 3) using the Student/Class server to save and submit work.

Lab: Shoot three properly framed photos that tell a story and shoot one creative photo. The three photos should be related to one another (Wide, Medium, Close). Photos should be uploaded to the server in your folder. The best photos will be judged by the class and receive a prize!

WEEK 5

09.22

Lecture: 1) Online video trends 2) broadcast v. online, and 3) visual communication

Resources: "The Video Explosion"

<http://www.ajr.org/Article.asp?id=4428>.

Assignment: Following class, please reserve a camera and

other equipment for 09.24, 09.29, and 10.01 for this class. Check out cameras before coming to class. You will need Sony handycam, tripod, wireless lav, handheld mic, and mini to xlr mic cable. Bring your external hard drive to class as well during those times.

Due: Your fourth blog post and two comments

09.24

Lecture: 1) Framing interviews with consumer cameras and 2) microphone basics

Lab: Interview a classmate with a video camera. The interview could be used later for their personal site. Must check out camera equipment before class begins.

Assignment: Bring headphones and external hard drive to class.

Due: Online Article

WEEK 6

09.29

Lecture: 1) Shooting b-roll and sequences

Lab: Shoot two separate sequences of your partner in class. Nothing can be staged and it must be on a tripod.

Assignment: Bring headphones and external hard drive to class.

Due: Online video sidebar idea

10.01

Lecture: 1) Using Final Cut Pro to edit video, 2) saving video, 3) preparing and uploading video to YouTube, and 4) encoding and publishing Flash video

Lab: Editing and uploading video. Bring headphones to class.

Resources: Ken Stone's Final Cut Pro

http://www.kenstone.net/fcp_homepage/fcp_homepage_index.html

WEEK 7

10.06

Lecture: 1) Live-blogging using CoverItLive or Twitter 2) online for-profit and non-profit models

Lab: Live-blog Bonnie Bonnie Bucqueroux via Skype

<http://www.lansingonlinenews.com/> and

<http://www.sustainablefarmer.com/>

10.08

Lecture: 1) Editing video using Final Cut Pro

Lab: Your group project video must be shot and ready to bring into FCP.

Due: Unedited video for your video sidebar

WEEK 8

10.13

Lecture: 1) The textual social web, 2) finding and building communities, and 3) developing a social media plan. Dr. Dawn Gilpin will guest lecture.

Readings: Kirkpatrick, "Five ways to use social media to reach people who don't use social media"; Gibson, "Twitter stage two: Moving beyond the newbie stage"; Suderman, "Bloggers on blogging: Tim Lee." All of the readings are on a Delicious account (dgilpin) with the tag JMC425.

10.15

Lecture: 1) The visual social web, 2) risks and pitfalls of social media, and 3) evaluating social media effectiveness. Dr. Dawn Gilpin will guest lecture.

Readings: Strauss, "A rubric for social media expertise"; Leary, "Social media's good, bad, ugly & unexpected"; Owyang, "A chronology of brands that got punk'd by social media." All of the readings are on a Delicious account (dgilpin) with the tag JMC425.

Due: Edited video for your video sidebar. It must be exported as a high-quality .mov and be placed in your folder on the server.

WEEK 9

10.20

Lecture: 1) Creating panoramic photos, 2) preparing photos for the web using Photoshop and 2) saving and labeling files for the web

Lab: Shoot a panorama and begin creating a logo

Resources: The Options Bar

<http://www.photoshopessentials.com/photoshop-text/photoshop-text-options-bar.php>

Character Palette

<http://www.photoshopessentials.com/photoshop-text/photoshop-text-character-palette.php>

Introducing Photoshop Layers

<http://www.photoshopessentials.com/basics/layers/layers-intro.php>

Logo Typeface and Art

<http://www.peachpit.com/articles/article.aspx?p=20939&seqNum=4>

Assignment: Teams check out a camera and tripod before class.

10.22

Lecture: 1) Typography and 2) web design

Lab: Selecting colors for your portfolio

Resources: To a "T" and Typomania

http://www.typeculture.com/academic_resource/movies/

WEEK 10

10.27

Lecture: 1) Photoshop basics and 2) Photoshop banner

Lab: Create banner for your personal page

Resources: Photographic palettes

<http://24ways.org/2006/photographic-palettes>

10.29

Lecture: 1) HTML and 2) TextEdit

Lab: Practice coding. Bring quality digital version of your resume to class to format with bullets, lists

Resources: Basic HTML http://www.j-learning.org/build-it/page/basic_html/

HTML Dog <http://www.htmldog.com/>

HTML Character Cheat Sheet:

<http://www.intuitive.com/coolweb/entities.html>

Due: Banner

WEEK 11

11.03

Lecture and Lab: 1) Using Dreamweaver and 2) setting up your folders for your portfolios

Resources: Using Dreamweaver

<http://multimedia.journalism.berkeley.edu/tutorials/webdesign/dreamweaver/>

Due: Bring in materials for your portfolios. This includes Word documents, photos of yourself, articles, and videos.

11.05

NO CLASS. Presenting research in Reno, NV at the Convergence and Society: The Changing Media Landscape conference.

Lab: For class, you will create sidebars for final package using the visual and aural embeds.

WEEK 12

11.10

Lecture and Lab: 1) The future of online media

11.12

Lecture and Lab: 1) CSS

Due: Interactive sidebar

Week 13

11.17

Lecture and Lab: 1) CSS and 2) signing up for your ASU web page account

Resources: W3 Schools CSS

http://www.w3schools.com/css/css_examples.asp

Tripwire Magazine CSS resources
<http://www.tripwiremagazine.com/design/css-techniques/50-stunning-css3-resources-cheat-sheets-and-tutorials.html>
Dream CSS <http://www.dreamcss.com/>
Due: Social media assignment

11.19

Lecture and Lab: Work on portfolios or group projects

Week 14

11.24

Lecture and Lab: Work on portfolios or group projects

Week 15

12.01

Portfolios Due

12.03

Group Projects Due

Week 16

12.10

Thursday, December 10th, 9:50 a.m. - 11:40 a.m. Final versions of Group Projects are due. *If you believe that your final project or blog is award worthy, you must have it completed before Dec. 1, 2009 to have it considered to be entered in the Broadcast Education Association competition.

Online Media Survey

NAME: _____

EMAIL: _____

PHONE: _____

WEB PAGE: _____

1. Which best describes your general attitude toward digital technology:
 - a. I run screaming from the room
 - b. I am intrigued but technology hates me (even my toaster)
 - c. I like to dabble, but want to learn more
 - d. I am a full-blown digital geek

2. Which of the following do you use PERSONALLY (please circle all that apply)?
 - a. Digital camera
 - b. Digital videocamera
 - c. Digital audio recorder
 - d. Audio editing program
 - f. Video editing program
 - g. Photo editing program

3. SHOOTING VIDEO: I would consider myself:
 - a. a novice
 - b. a skilled amateur
 - c. a professional
 - d. an expert

4. EDITING VIDEO/AUDIO: I would consider myself:
 - a. a novice
 - b. a skilled amateur
 - c. a professional
 - d. an expert

5. WEB : I would consider myself:
 - a. a novice
 - b. a skilled amateur
 - c. a professional
 - d. an expert

6. PLATFORM: Mac vs PC:
 - a. I am a devout Mac person
 - b. I love PCs
 - c. I can use both

7. SOFTWARE: Please use an X to show you have some experience with the program and XX to show significant experience:

STILL IMAGES

- Photoshop Elements
- Photoshop
- Fireworks
- Paint Shop Pro
- Illustrator

WEB

- Dreamweaver
- GoLive
- Front Page
- Homesite
- Other site creator _____

VIDEO/SLIDESHOWS

- Adobe Premiere Elements
- Adobe Premiere Pro
- Adobe After Effects
- Final Cut Express
- Final Cut Pro
- Ulead Studio
- Vegas
- Avid
- Windows Movie Maker
- iMovie
- Soundslides

SOUND

- Pro Tools
- Cakewalk
- Garage Band
- Acid Pro
- Audicity
- Soundtrack Pro

ANIMATION

- Flash

WEB PRODUCTION

- Sorenson Squeeze
- Discreet Cleaner
- FTP (WS-FTP, Fetch, Cute-FTP or Firefox FTP, Fugu)

