

Online Media

JMC 305
Arizona State University | Walter Cronkite School of
Journalism and Mass Communication

Spring Semester 2010
T/Th 1:30-3:20pm (Honors Students) or 4:30-6:20
Cronkite 318
Prerequisite: JMC 201

CONTACT

Dr. Serena Carpenter
Phone: 480.965.6844 (office)
Email: Serena.Carpenter@asu.edu
Office hours: Rm. #385, T. 9:30-11:30pm & 6:30-7:30,
Th. 9:30-11:30am
<http://serenacarpenter.com> and
<http://www.onlinemediaeducation.com>

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 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.

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_pdfs/
 - Online Journalism Review "How-To" Guides <http://www.ojr.org/ojr/wiki/>
 - Journalist's Toolbox <http://www.journaliststoolbox.org/>
 - YouTube provides many tutorials as well
-

Course Goals

- To write and edit for online users
- To understand the importance of an online identity
- To understand basic visual communication
- To shoot and edit visuals
- To create sites using basic HTML, content management systems, and Dreamweaver
- To understand how to communicate and reach online users

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, and thus students used to structure may experience discomfort in this class.

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.
 - Equipment for the weekend can be checked out if s/he picks up the camera after 3 p.m. on Friday and return it by 10 a.m. 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 can be reserved by stopping by Room 608 or by calling 602.496.5253. Hours are Mon.-Thur. 8 a.m.-10 p.m., Fri. 8 a.m.-7 p.m., and Sat. 10 a.m.-5 p.m.
 - 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 outside the door during the weekdays to see when labs are open.
 - There are also video edit bays on the 6th floor for your use.
-

Etiquette

- Cell phones and any other mobile devices must be turned off during class time.
- 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 these devices or the internet during lectures will affect your final grade.
- If you finish your assignment early, you can go online, however, if you are doing this during class, you will be docked points each time.
- 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 your external 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
Four blog posts and comments: 104 points
Online Article: 80 points
Video Sidebar for Online Article: 80 points
Banner: 15 points
Professional Web site: 150 points
Final team project: 150 points
Social media assignment: 100 points

Blog and Comments Assignment: 104 points

Blog

On the homepage, you should have these items by the first assignment due date:

- Text box: provide your name and include a few sentences related to the site purpose,
- Search engine box,
- Blogroll – include at least three *current* blogs that you deem as credible related to your blog topic. Current means that they should have produced at least one post in the past three months.
- Theme - <http://www.tripwiremagazine.com/2010/01/great-websites-dedicated-to-help-you-find-wordpress-themes.html>

On the About page, you must have these items:

- Picture,
- Email address,
- A few paragraphs that are focused on you and the purpose of the site

Posts (21 points each post) = 84 points

Students must complete four blog entries. The posts are due by the beginning of class on each due date. Late posts will not be accepted. You are encouraged to read each other's blogs. I will post your classmates URLs on the class Web site (<http://www.onlinemediamediaeducation.com>). Please email me your URL on the first day that the assignment is due.

Blog entries should demonstrate that you are an expert or that you care about a particular topic. Your blog posts should reflect what you have learned in class. Please see the grading rubric for required blogging elements. Remember to:

- Keep your blog posts short.
- Add detail via hyperlinks. Do not hesitate to talk about someone else's blog including linking to it.
- Write a informational headline.
- You should also show a good command of Standard English and have some flair and originality.
- This should be a reflection of you and your passion, not another person's words.
- Remember the world of blogging is about sharing useful, insightful and educational information.

- You cannot use copyrighted material. You can only link to content. 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/>

Two Comments (5 points each week) = 20 points

You are also required to post one comment per week totaling four comments. The comment is due on the same day of your blog post. You must comment on **two separate** blogs related to your blog topic each week.

Comments must add informational value to the blogger's post. You want to engage in dialogue with the blogger. Do not write comments such as "good job" or "nice post." These types of comments will receive a zero grade.

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 URL of the blog and 2) your *actual comment* in the email. You must comment on at least four different blogs throughout the semester.

Looking forward to reading your blogs! This is an important step in understanding how craft content for online users.

Online Article Assignment: 100 points

Group members will each write an article under the theme decided by their group. Please keep in constant communication with your group throughout the semester to ensure that you are not including the same elements as other members of your group in your article. Remember that your idea for this article must have many tentacles or sidebars.

A common mistake I see is that reporters cite a few sources and write their content around those sources. This article is an in-depth piece. Your goal should be to inform and educate news users on this topic. I must learn something from your piece, which requires research. You will receive a grading rubric, which will reflect how you will be graded.

The article must include:

- Research
 - Examples are linking to sources used, including data, doing shoe-leather reporting (you could count how many restaurants are located within two blocks of the school in the Phoenix area that offer sub sandwiches), and speaking with experts.
- Diversity of sources
 - Citing only the opinion of people with no direct experience with the issue will result in a low grade. Think about each source and what value they add to understanding the issue.
- Educational information
 - Provide specifics and details. An example is "Arizona has one of the worst K-12 educational systems." I would like statistics and comparative data to back up your claims, rather than assumptions and generalizations.

The article must include elements:

- Headline – Remember to include keywords.
- Summary deck – This is one to two sentences summarizing the article.
- Your name – By Serena Carpenter
Location – PHOENIX – Article begins...
- Subheads (if necessary) – Break up lengthy articles. Be literal.
- Meaningful links in bold

At the end of the article, provide:

- A pull quote – A quote that pulls the reader into the article.
- Info box idea(s) – history, stats, background, map, timeline, etc.
- Video sidebar idea - It must be related to the text story, but cannot have the same focus.
For example, if you write a text story on state laws related to street performing; the video sidebar could be on the life of a street performer.
- Bold the words you plan to treat as links. In the order of the links within your article, place corresponding URLs at the end of your article.

Examples

<http://cronkitezone.asu.edu/fall2009/specials/educationtech/communication.html>

<http://cronkitezone.asu.edu/fall2009/specials/educationtech/ereaders.html>

<http://cronkitezone.asu.edu/specialprojects/pulse/spirit.html>

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

Video Sidebar Assignment: 80 points

You are encouraged to experiment with visual storytelling. The key is to capitalize of the visual aspect. Avoid wallpaper video. For example, a piece on education should only include shots the help understand education, rather than random shots of students working at a desk or walking on campus. Think about how to best communicate the story or information. It is encouraged to go beyond just an interview and a few b-roll shots, especially for those individuals with a broadcast background. You will receive a grading sheet, which will reflect how you will be graded.

Required elements:

1. Interview
2. Visual component – select the component most appropriate for your sidebar. Examples include b-roll, photos, graphics, text, etc.
3. IT CANNOT BE THE SAME FOCUS AS YOUR TEXT ARTICLE

Structure:

The video sidebar can be in either a:

1. Story format:
<http://vimeo.com/4419244>
2. Information-based format: http://www.dailymotion.com/video/xbg1mw_online-courses_tech

Two Due Dates:

I assign two due dates because often students do not fully grasp how much time is involved in the shooting and editing video process. Subjects are also less inclined to be interviewed on-camera. Many students take 12 hours for their first piece.

Portion of Video Due Mar. 11 – 15 points

A portion consists of handing in a portion of an interview or some b-roll. Your piece does not have to be fully shot or edited. Please email it to me as a high-quality “.mov.” If you cannot email it, please place it on my external drive in class. Label it with a lowercased, no-spaced name that is descriptive of the video.

Final Video Due Mar. 25th – 65 points

Hand in the high-quality .mov in class by moving it to my external hard drive at the beginning of class. Have it exported before class.

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 and understand how to show a ROI. Most traffic to information organizations comes from search engines or other sites, and that is why understanding how to connect your content is so important. 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.

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.

Examples

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? Does it look professional? Do the images reflect you in the best manner? Does it do a good job of reflecting what you what potential employers to see? Does it look credible?
-

Group Project: 150 points

This assignment requires **SOLID REPORTING**. This means research, aggregating data, making phone calls, 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 information 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=958>

<http://www.kottke.org/portfolio/portfolio.html>

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

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

Resources

"Free icons" <http://www.iconfinder.net/ultimate> and

<http://www.tripwiremagazine.com/category/icons>

"Choosing colors with Color Scheme Designer" <http://colorshemesdesigner.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 including 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.

Schedule

WEEK 1

01.19

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

Lab: 1) “Rosenstiel, A Journalism Optimist – But It May Be a Long Wait” <http://sustainablejournalism.org/weblog/post/1762/>
2) “PR Pros on Press Releases- Meh”

<http://www.steverubel.com/pr-pros-on-press-releases-meh>

3) “A Rant about Women”

<http://www.shirky.com/weblog/2010/01/a-rant-about-women/>

Select an article and comment by using your real and full name for this assignment. If you finish early, begin to think an idea for your professional blog. Edit your comment before posting. Try searching <http://blogsearch.google.com/>, <http://technorati.com/>, http://www.postrank.com/all_topics

01.21

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

Lab: Discuss blogs

Assignment: Read the “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>

“How to Name Your Blog”

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

Due: Pitch your blog idea to me including the name of your blog. Find a theme:

<http://www.tripwiremagazine.com/2010/01/great-websites-dedicated-to-help-you-find-wordpress-themes.html>

WEEK 2

01.26

Lecture: Setting up your blog and blogroll

Lab and Assignment: Come to class with a *topic*, *personal photo* and a *name* for your blog to create your first blog post. The names must include the “title of the blog” and “what you

want your URL to be” (e.g., www.onlinejournalism.com). Keep

your URL simple. I do not want blogs about your personal life; it must be professional and focused on one topic. The purpose is to promote yourself as an expert in a topic area. You should be prepared to begin writing your first blog post during this class period. To further prepare, find blogs that relate to your topic. You want to be focused and unique.

Assignment: “How to blog on Wordpress.com video tutorial”
<http://www.socialmedia.biz/2009/05/25/how-to-blog-on-wordpresscom-video-tutorial/>

01.28

Lecture: 1) Online media jobs and freelancing 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

02.02

Lecture: 1) Writing and structuring content for the web (hyperlinks, summary decks, headlines), 2) search engine optimization (SEO), and 3) information design

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/>

Due: Pitch ideas for your group project.

02.04

Lecture: 1) Social media and 2) online reputation

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

Assignment: “Networking News”

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

“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

WEEK 4

02.09

Lecture: 1) Using Twitter and 2) adding blog widgets

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

Assignment: 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/>

“Twitter literacy” http://www.sfgate.com/cgi-bin/blogs/rheingold/detail?entry_id=39948

02.11 – No class

Due: Your third blog post and two comments

WEEK 5

02.16

Lecture: 1) How to compose photos, 2) how to use a digital camera, and 3) posting to Twitpic

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!

02.18

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

Assignment: “The Video Explosion”

<http://www.ajr.org/Article.asp?id=4428>. Following class, please reserve a camera and other equipment for the next three following classes. 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

WEEK 6

02.23

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 to class.

Due: Online Article

02.25

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 to class.
Due: Online video sidebar idea

WEEK 7

03.02

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.

Assignment: Bring headphones to class.

Supplemental: Ken Stone's Final Cut Pro

http://www.kenstone.net/fcp_homepage/fcp_homepage_index.html or E-how tutorials

http://www.ehow.com/video_4442350_rendering-final-cut-pro-5_.html

03.04

Lecture: 1) Business models and 2) Live-blogging using CoverItLive and Twitter

Lab: Live blog Bonnie Bonnie Bucqueroux via Skype

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

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

WEEK 8

03.09

Lecture: 1) preparing photos for the web using Photoshop, 2) saving and labeling files for the web and 3) meet with your group

Lab: Shoot a panorama and begin creating a logo

Supplemental: 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>

03.11

Lecture: 1) Editing video using Final Cut Pro

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

Due: Portion of Video

WEEK 9**03.16, 03.18 Spring Break**

WEEK 10**03.23****Lecture:** 1) Typography, 2) web design, and 3) Photoshop basics**Lab:** Create logo in class**Assignment:** To a "T" and Typomaniahttp://www.typeculture.com/academic_resource/movies/**03.25****Lecture:** 1) Photoshop basics and 2) Photoshop banner**Lab:** Create banner for your personal page**Assignment:** <http://www.dreamcss.com/2009/02/20-useful-resources-for-improving-your.html>Photographic palettes <http://24ways.org/2006/photographic-palettes>**Due:** Video

WEEK 11**03.30****Lecture:** 1) HTML and 2) TextEdit**Lab:** Practice coding**Assignment:** Basis 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>**Lab:** Bring quality digital version of your resume to class to format with bullets, lists**04.01****Lecture and Lab:** 1) Using Dreamweaver and 2) setting up your folders for your portfolios**Assignment:** 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.**Due:** Banner

WEEK 12**04.06**

Lecture and Lab: 1) The future of online media and 2) Dreamweaver, and 3) Visual and aural embeds including Google map mashups
Due: Social media assignment (Honors)

04.08

Lecture and Lab: 1) CSS

Week 13

04.13

Lecture and Lab: 1) CSS

04.15

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

Week 14

04.20

Lecture and Lab: Work on portfolios or group projects

Week 15

04.22

Lecture and Lab: Work on portfolios or group projects
Presenting at Broadcast Education Association

04.27

Lecture and Lab: Work on portfolios or group projects

Week 16

04.29

Portfolios Due

05.04

Lecture and Lab: Work on group projects

05.11

Tues: 12:10 – 2pm (Honors) or 2:30-4:20pm
Group Projects are due. Groups will show the class their Web sites in an informal presentation.

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
- _ iWeb

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)

