

Writing for Digital Media (Fall 2013)

Posted by **New Media** on Aug 1, 2013 in **NMAC**

Writing for Digital Media (#WritDM) teaches the writing skills necessary in the digital age, and is specifically designed for the New Media &

Communications degree.

This course takes for its foundational premise that **digital media differs** from that of print in several key ways, and because of these differences, to use digital media successfully, writers must **develop specific skills** for its mastery. WritDM is designed to introduce students to these skills, provide them **various projects** in which to develop them, and teach them to become **literate producers and consumers** of new media.

WritDM on G+

This course will be taught mostly online. Please be sure you are aware of **THE IMPLICATIONS** before attempting it.

GOALS

In this course, you will use lectures, texts, and daily practice to improve your writing for the screen. You will read, write, and workshop (discuss each other's work in online environments for the purpose of improvement). Though this class teaches you how to gear your writing toward a digital audience and the basics of how to publish that writing on the web, it is not a technology class; it is a writing class, though we will undoubtedly address technology throughout. That said, our primary concern is writing, not the tech we do it with.

STUDENT LEARNING OUTCOMES

Students will demonstrate:

1. The ability to analyze and evaluate issues in new media and communication.
2. Proficiency writing for the web.
3. Proficiency collaborating on a writing project.

TEXTS

The following texts will be necessary throughout the semester. The Carroll may be purchased or rented as an ebook.

- Butterick, Matthew. *BUTTERICK'S PRACTICAL TYPOGRAPHY*.
- Carroll, Brian. *WRITING FOR DIGITAL MEDIA*. Routledge (2010).
- Lynch, Patrick J. and Sarah Horton. *THE WEB STYLE GUIDE*.
- *RÉSUMÉ NOTES*.
- Various links within lessons.

COURSE POLICIES & PROCEDURES

Students are held accountable for knowing and practicing each of the course **POLICIES** and **PROCEDURES**. Consider them like the law: the excuse “I didn’t know” will carry no weight. These policies and procedures are applicable to every course I teach.

As a Middle Georgia State College student and as a student in any of my

classes, it is your responsibility to read, understand, and abide by the MGSC Student Code of Conduct from the [MGSC STUDENT HANDBOOK](#) (PDF).

Students may withdraw from the course and earn a grade of “W” up to and including the midterm date, which occurs on **October 16, 2013**. After midterm, students who withdraw will receive a grade of “WF.” The MGSC Withdrawal Form, which is available online or in the Office of the Registrar, must be signed by the instructor in advance of withdrawal.

REQUIREMENTS

Writing for Digital Media is composed of ten lessons, each worth 10% of the a student’s final grade. Students must complete all lessons in order to successfully pass the course. Please read each lesson at the beginning of the semester, so you have an understanding of what will be expected of you during the semester. Some lessons will take longer to complete than others. Do not procrastinate. See [“HOW TO DO WELL IN MY CLASS.”](#)

Since this is a course about digital media, we will also use digital media daily in our lessons. Therefore, students are expected to [GET AND STAY CONNECTED](#) throughout the semester. Have a mobile device? You should set it up for use in this class.

Generally, these lessons will be composed of the following assignments.

PARTICIPATION

This requirement includes all work not included in additional requirements below. Basically, it will be your daily writing practice which will take place mostly in the form of Twitter discussions and discussion posts. Read more about [PARTICIPATION](#).

FOCUSED BLOG

For this assignment, students will construct a focused blog and develop it throughout the the semester. Read more about the [FOCUSED BLOG](#).

CONTRIBUTIONS

Students will contribute posts to one or two published blogs: [BIG JELLY](#) and the [MEDIA, CULTURE & THE ARTS](#). Get an idea of what these [CONTRIBUTIONS](#) entail.

WIKI PROJECT

Individually and as a class, students will construct a wiki on an assigned topic. This will include a formal proposal, group contributions, and individual entries. Read more about the [WIKI PROJECT](#).

CREATIVE CONTRIBUTION

All students will be responsible for a course research project on any topic relating to the digital humanities. Student may use the medium of their choice — video, blog, audio, animation, etc. — anything but a traditional academic

essay. The idea here is to be creative in your approach.

LESSONS SCHEDULE

Assignments are always due on **Fridays at noon**. Know that on Friday of each week, you should have something to submit for evaluation, even if it's just participation on Twitter. Due dates are indicated in parentheses after the lesson's title. Since this is a summer course, some weeks will have multiple lessons due. Be sure to plan ahead and begin lessons early. Most of them require discussion which becomes increasingly difficult as the due date nears.

Please note that while the course has its hashtag (see below, right), each lesson will also have its own hashtag. Be sure to always use the lesson's hashtag when tweeting about the lesson, so I will see your tweets in my evaluation for that week.

All lessons are hosted on LITMUSE.EDU, the support server. See “[START HERE: ONLINE COURSES](#)” for more information.

- Lesson 0: [FOUNDATIONS COURSE](#), containing two lessons (08/23)
- Lesson 1: [WRITING WELL](#) (08/30)
- Lesson 2: [DIGITAL WRITING](#) (09/06)
- Lesson 3: [ALL ABOUT ME](#) (09/13)
- Lesson 4: [LINKED IN](#) (09/20)
- Lesson 5: [FOCUSED BLOG](#) (09/27)

- [MIDTERM REPORT](#) (10/04)
- Conferences (10/08 & 10/10)
- Lesson 6: [FIRST POST](#) (10/18)
- Off Week (10/24) – Work on next three lessons.
- Lesson 7: [CONTRIBUTE](#) (11/01)
- Lesson 8: [INDIVIDUAL WIKI](#) (11/08)
- Lesson 9: [COLLABORATIVE WIKI](#) (11/15)
- Revisions (11/22)
- Thanksgiving (11/29) – No submissions this week.
- Lesson 10: [CREATIVE CONTRIBUTION](#) (12/06)
- Classes End (12/09)
- Final Submissions (12/13)

CATALOG DESCRIPTION

This class addresses digital writing in various forms. In developing Web and other projects, students will consider issues such as language, information architecture, communication, collaboration, and community.

81070 NMAC 3108.01 MW 9:30-10:50A H/SS-124 HYBRID ONLINE

#WritDM

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📌 **Fall 2013, NMAC 3108, WritDM**

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Ellie Barbee — What is postmodernism? After reading all of the provided readings, I still couldn't get a good understanding of what ...

Writing Well

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Maranda McAllister — Dr. Lucas's "Writing Today" really hit home for me in that I have always felt as though I produced better ...

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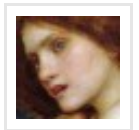
Dr. Gerald R. Lucas

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About LitMUSE

LitMUSE is the courseware web site of Dr. Gerald R. Lucas. This site contains course information, policies, and resources for the students of Dr. Lucas.



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Course Policies

The following are general policies applicable for all the courses I teach, both traditional, in-class courses, and those taught online.

Any additional policies or changes will be outlined under the specific course, so consult your specific syllabus for a more nuanced statement of policies.

As a Middle Georgia State student and as a student in any of my classes, it is your responsibility to read, understand, and abide by the Student Code of Conduct from the [STUDENT HANDBOOK](#) (PDF).

ASSIGNMENTS

Any assignment you submit for evaluation should be the best that you can make it: relatively free of errors, word-processed, and formatted according to MLA guidelines. Late work is unacceptable. Plan ahead and complete

work early so any potential difficulties may be avoided. [[READ MORE...](#)]

ATTENDANCE

Attendance is mandatory and will be recorded daily. Class failure will be the result of too many absences. Student conduct should follow the college's guidelines and reflect behaviors that demonstrate their active participation as learners. Class time will be spent on lecture, discussion, and other activities that encourage active class participation for the students. Real learning requires engaging the class materials, and students will be partially evaluated on their participation. [[READ MORE...](#)]

COMMUNICATION

These days, we have so many choices for communicating. However, some ways are better than others, and I encourage you to use those. [[READ MORE...](#)]

Bring your smart phone, your tablet, or your laptop to class with you daily, and expect to use it as an integral part of the lesson. [[READ MORE...](#)]

EVALUATION

Evaluation depends on overall student performance. While the particulars of evaluation might differ between classes, it will usually depend on the successful completion of **all** requirements. [[READ MORE...](#)]

MATERIALS

Course readings are an integral part of the class and should be brought daily. When readings are assigned to be discussed in class, please bring a copy of the reading with your reading notes ready to participate in the discussion.

[\[READ MORE...\]](#)

ONLINE COURSES

Online courses are not for the average student since they require a particular set of skills and dedication. [\[READ MORE...\]](#)

Online courses use this web site for all course-related activities, including lessons. [\[READ MORE...\]](#)

PLAGIARISM

Plagiarism is the theft of another's intellectual property and the attempt to pass it off as original. The punishment will be class failure and potentially result in more serious academic penalties. [\[READ MORE...\]](#)

Last updated: **December 17, 2012 @ 12:11pm**

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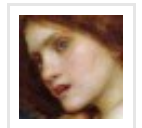
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Contact

OFFICE HOURS, FALL 2013

- MW 2-3:30pm
- TR 12:15-2:15pm

Try me via [GOOGLE HANGOUTS](#) at any reasonable, weekday hour using the email address below. Also, please do not expect a response on Twitter after **6pm on weekdays or anytime during the weekend**. I may be available, but I also need some down time. Thanks for your understanding.

I try to make myself as available as possible during the first couple weeks of a semester, including evenings and weekends.

MIDDLE GEORGIA STATE

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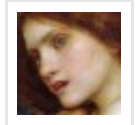
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