TECM 1500: New Media Experience

Term: Fall 2019
Location: Online via Canvas
Instructor: Name and email
Office hours: Via Conferences in Canvas by appointment

TECM 1500 provides an overview of the technology design and development process and several jobs within that process. Variations exist between companies, with different job titles, tasks, and departments. Nevertheless, the course covers this process and these roles generally: what the different types of jobs are, what they primarily do, and where they fit in the process.

After the course, you won’t have profound skills in any of these areas, but you will know how these roles work together to provide meaningful, user-centered, ethical products. If this course is successful, you will have the knowledge to further investigate these topics as a potential major and/or career.

Course Outcomes
After this course, you will know:

● how people in the technology industry work together to ideate, validate, develop, and sell products/sites;
● what various job roles are involved in the technology-development processes; and
● what avenues you can choose to pursue those job roles.

Course Materials
There is no textbook for TECM 1500. All required readings and videos are available in Canvas.

Assignments

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussions (15 x 30 pts)</td>
<td>You will respond to prompts related to course material. You will also discuss the material with a small group of peers.</td>
</tr>
<tr>
<td>Memos (5 x 30 pts)</td>
<td>You will respond to prompts related to course material in a way that asks you to reflect on an experience you have with a technology.</td>
</tr>
<tr>
<td>Exams (3 x 100 pts)</td>
<td>You will complete three exams that cover content between exams. The exams will have multiple-choice, true and false, and matching questions.</td>
</tr>
<tr>
<td>Professionalism</td>
<td>You will demonstrate professionalism throughout the course to maintain your professionalism score.</td>
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</tbody>
</table>

Professionalism
Behavior that interferes with instruction or other students’ opportunity to learn cannot be tolerated. Consequences may include being referred to the Dean of Students to consider whether the behavior violated the Code of Student Conduct (UNT Policy 17.012). The university’s and my expectations for student conduct apply to all instructional forum. To maintain your 100 points for professionalism, you should remain

- **Respectful** to the instructor and other students through your actions and words (25 pts);
- **Responsive** to the instructor and other students (25 pts);
- **Timely** in delivering your work (25 pts); and
- **Knowledgeable** of course policies and procedures (25 pts).

Netiquette Guide
When communicating online, you should

- Treat others with the same respect you would show in a face-to-face classroom.
- Better to be too formal than too informal. You should take your cue for the right level from how your professor interacts with you and other students.
- Be cautious when using humor or sarcasm as it can easily be misunderstood.
- Be careful with personal information (both your own and other people’s).

**LockDown Browser + Webcam Requirement for Exams**

This course requires the use of LockDown Browser and a webcam for online exams. The webcam can be the type that’s built into your computer or one that plugs in with a USB cable. Watch this brief video to get a basic understanding of LockDown Browser and the webcam feature (https://www.respondus.com/products/lockdown-browser/student-movie.shtml).

**Download Instructions**

Download and install LockDown Browser from this link: (https://download.respondus.com/lockdown/download.php?id=165715487).

**Once Installed**

- Start LockDown Browser
- Log into Canvas
- Navigate to the quiz

**Note:** You won’t be able to access a quiz/exam that requires LockDown Browser with a standard web browser. If this is tried, an error message will indicate that the test requires the use of LockDown Browser. Simply start LockDown Browser and navigate back to the exam to continue.

**Guidelines**

When taking an online quiz, follow these guidelines:

- Ensure you’re in a location where you won’t be interrupted
- Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach
- Before starting the test, know how much time is available for it, and also that you’ve allotted sufficient time to complete it
- Clear your desk or workspace of all external materials not permitted—books, papers, other devices
- Remain at your computer for the duration of the test
- If the computer, Wi-Fi, or location is different than what was used previously with the "Webcam Check" and "System & Network Check" in LockDown Browser, run the checks again prior to the exam
- To produce a good webcam video, do the following:
  - Avoid wearing baseball caps or hats with brims
  - Ensure your computer or device is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or other surface where the device (or you) are likely to move
  - If using a built-in webcam, avoid readjusting the tilt of the screen after the webcam setup is complete
  - Take the exam in a well-lit room, but avoid backlighting (such as sitting with your back to a window)
- Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted

**Getting Help**

Several resources are available if you encounter problems with LockDown Browser:

- The Windows and Mac versions of LockDown Browser have a “Help Center” button located on the toolbar. Use the “System & Network Check” to troubleshoot issues. If an exam requires you to use a webcam, also run the “Webcam Check” from this area
- Forward your “System & Network Check” information to Canvas support: https://clear.unt.edu/services/lms-support.
- Respondus has a Knowledge Base available from support.respondus.com. Select the "Knowledge Base" link and then select "Respondus LockDown Browser" as the product. If your problem is with a webcam, select "Respondus Monitor" as your product.

If you're still unable to resolve a technical issue with LockDown Browser, go to support.respondus.com and select “Submit a Ticket.” Provide detailed information about your problem and what steps you took to resolve it

**Course Policies and Procedures**

These policies provide you with the formal regulations governing this course. Submission of your first assignment indicates you have read, understood, and agreed to these policies.

**Online Learning, Attendance, and Communication**

This course has been developed to promote asynchronous learning. The instructor and students do NOT meet on a designated day and time each week.
For each module, there is a timeframe to complete all activities and assignments, and you may work at your own pace within that timeframe. However, you must adhere to the deadlines outlined on the calendar. You should log into the course daily to check for updates, review lessons, and participate in activities.

You can expect meaningful feedback on assignments within 7–14 days of the deadline. Questions about grades or other individual issues should be emailed to the instructor, not posted on the discussion forum.

**Due Dates and Late Work**

Unless otherwise noted, all assignments are due by 11:59pm on Sundays. Please refer to the calendar in Canvas for detailed information. Assignments submitted within 24 hours after the due date on Canvas earn 50% credit. Assignments submitted after that time earn zero credit. There are no make-ups available unless arrangements are made prior to due dates. Any exceptional circumstances that cause you to miss deadlines should be documented with the Dean of Students: Union 409 or 940-565-2648.

**Medical Withdrawals**

If a student must withdraw due to medical reasons, prior to the withdrawal deadline as indicated in the academic calendar, a student may do so through the regular withdrawal process. If a student is incapacitated or unable to make the request on his/her own, please contact the Dean of Students Office for assistance at 940-565-2648. For details regarding the withdrawal process, go to [http://deanofstudents.unt.edu/withdrawals](http://deanofstudents.unt.edu/withdrawals).

**Evaluation**

Exams are close-ended (multiple choice, true/false, matching, etc.). The following scale is used to rate discussions and memos:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
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</thead>
<tbody>
<tr>
<td>Content</td>
<td>20–25 points</td>
<td>15–19 points</td>
<td>10–14 points</td>
<td>5–9 points</td>
<td>0–4 points</td>
<td></td>
</tr>
<tr>
<td>The content’s demonstration of thought, consideration, and effort in response to prompts</td>
<td>Input that demonstrates thoughtful knowledge or consideration of course material</td>
<td>Input that demonstrates thoughtful knowledge or consideration of the course material; though it may lack effort or engagement</td>
<td>Input that demonstrates some knowledge or consideration of the course material, though it may lack thoughtfulness, effort, and/or engagement</td>
<td>Input that demonstrates little knowledge or consideration of the course material; it may lack thought, effort, and/or engagement</td>
<td>Input that demonstrates little-to-no knowledge or consideration of the course material; it lacks thought, effort, and/or engagement</td>
<td></td>
</tr>
<tr>
<td>Clarity</td>
<td>5 points</td>
<td>4 points</td>
<td>3 points</td>
<td>2 points</td>
<td>0–1 points</td>
<td></td>
</tr>
<tr>
<td>The intelligibility and correctness of the content’s language</td>
<td>The content’s language is intelligible and correct</td>
<td>The content’s language is generally intelligible; it may lack correctness in places or overall</td>
<td>The content’s language is somewhat intelligible; it may lack correctness in places or overall</td>
<td>The content’s language lacks intelligibility; it may lack correctness in places or overall</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Technology Requirements**

To successfully complete this course, you should have access to a reliable internet source. You should also have these technical skills:

- Using the learning management system (Canvas)
- Using email with attachments
- Creating and submitting files in commonly used word processing program formats
- Copying and pasting
- Downloading and installing software
- Headset/Microphone (if required for synchronous chats)
- Word Processor
- Remember that your password is the only thing protecting you from pranks or more serious harm. Don’t share your password with anyone. Change your password if you think someone else might know it.
- Always log out when you are finished using the learning management system.
- The following information has been provided to assist you with the technological aspect of the course.
  - UNT Help Desk: [http://www.unt.edu/helpdesk/index.htm](http://www.unt.edu/helpdesk/index.htm)
  - Canvas Support: [https://clear.unt.edu/services/lms-support](https://clear.unt.edu/services/lms-support)
• It’s your job to backup data. UNT provides 25GB on OneDrive, so corrupted files don’t excuse lateness.
• If you are on a Mac, do not submit any .pages files, or you will lose your timeliness points.
• All students must have a valid UNT email address. The instructor may send class emails, including notices, updates, and advisories. You must check email regularly. Not receiving an email is not a valid excuse for late or missing work.

Academic integrity
All acts of academic dishonesty will be reported to UNT’s Academic Integrity Office. You can read UNT’s policy here: https://policy.unt.edu/policy/06-003.
  • Cheating: using/attempting to use unauthorized materials or information in any work submitted for credit or hours. Results in a 0 on the assignment.
  • Plagiarism: deliberate reproduction of ideas or words of another person as one’s own. Results in a 0 on the assignment.
  • Forgery: altering a grade or official academic university record or forging the signature of an instructor or other student. Results in an F for the class.
  • Fabrication: intentional and unauthorized falsification or invention of any information or citation in an academic exercise. Results in a 0 on the assignment.
  • Facilitating academic dishonesty: intentionally helping/attempting to help to violate a provision of the institutional code of academic integrity. Results in a 0 on the assignment.
  • Sabotage: preventing others from completing work/willfully disrupting their academic work. Results in an F for the class.

Emergency Procedures
We will follow UNT’s recommended emergency procedures. Eagle Alert (https://www.unt.edu/eaglealert) is the primary alert system for UNT, and it will communicate emergency messages to the campus community.

UNT Office of Disability Accommodations
In accordance with university policies and state and federal regulations, the university is committed to full academic access for all qualified students, including those with disabilities. To this end, all academic units are willing to make reasonable and appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies in order to facilitate equality of educational access for persons with disabilities.

To receive accommodations, you must register with the ODA and then request a Reasonable Accommodation form, which you should present to me within the first two weeks of class (see UNT Policy 16.001). You can read UNT’s policy on disability accommodation for students and academic units at https://tinyurl.com/y7jshaqx.

Federal Regulation for F-1 Students taking Distance Education Courses

The paragraph reads:
(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student’s physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student’s course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student’s full course of study requirement.

University of North Texas Compliance
To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student’s responsibility to do the following:
1. Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
2. Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.
Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

**Drop Dates**
Please know deadlines and policies. Students can no longer receive a WF, and they can drop a course online without the instructor’s signature. Students have 5 business days to decide if they want to be reinstated in a dropped course.

**Sexual Discrimination, Harassment, & Assault**
UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced any of these acts of aggression, please know that you are not alone. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more (UNT Policy 16.005).

UNT’s Dean of Students’ website offers a range of [on-campus and off-campus resources](mailto: спин-адаптация) to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT’s Student Advocate, available at renee.mcnamara@unt.edu or 940-565-2648.
### Master Schedule

All items are due by 11:59 p.m. on Sundays unless otherwise noted.

<table>
<thead>
<tr>
<th>Module</th>
<th>Date</th>
<th>Topics</th>
<th>Read</th>
<th>Watch</th>
<th>Do</th>
</tr>
</thead>
</table>
| 1      | 8/26–9/1 | Course Introduction | ● Module 1 Overview  
● TECM 1500 Instructor  
● TECM 1500 Syllabus  
● TECM 1500 Master Schedule | ● TECM 1500 Introduction  
● Why Work in Technology | ● Discussion 1  
● Memo 1 |
| 2      | 9/2–9/8 | User Centered Design | ● Module 2 Overview  
● Notes on User Centered Design Process  
● User Centered Design  
● Benefits of UCD  
● Emerging Tech: Artificial Intelligence / Machine Learning | ● What is Human Centered Design?  
● 10 Reasons Why The User Centered Design Process Will Make You A Powerful Designer | ● Discussion 2 |
| 3      | 9/9–9/15 | Design Thinking | ● Module 3 Overview  
● Design Thinking 101  
● 5 Stages in the Design Thinking Process  
● How Might We Design a Camp?  
● Emerging Tech: Conversational Interfaces / Chatbots | ● Design Thinking  
● Transforming Healthcare For Children and Their Families | ● Discussion 3 |
| 4      | 9/16–9/22 | Accessibility and Universal Design | ● Module 4 Overview  
● Accessibility Fundamentals  
● Accessibility Basics  
● What is Universal Design? | ● What is Universal Design? | ● Practice Exam  
● Discussion 4  
● Memo 2 |
| 5      | 9/23–9/29 | Product Development Life Cycle (PDLC) | ● Module 5 Overview  
● What’s the Difference? Agile vs Scrum vs Waterfall vs Kanban  
● Project Team Roles and Responsibilities  
● How to Write a Good User Story w/ Examples & Templates  
● Emerging Tech: Digital Realities | ● Agile Programming--For Your Family | ● Discussion 5 |
| 6      | 9/30–10/6 | Business Strategists | ● Module 6 Overview  
● Strategy: An Executive’s Definition  
● Business Strategy Examples  
● 9 differentiators to create a competitive advantage  
● Emerging Tech: Neural Interfaces | ● The First Secret of Design is Noticing | ● Discussion 6  
● Exam 1 |
| 7      | 10/7–10/13 | Product Owners/Managers | ● Module 7 Overview  
● Product Owner  
● What is the Role of a Product Manager?  
● Software Design from A-Z, pp. 47–65 | ● Agile Product Ownership in a Nutshell  
● Product Manager Roles | ● Discussion 7  
● Memo 3 |
| 8      | 10/14–10/20 | UX Researchers | ● Module 8 Overview  
● Usability 101  
● Ten Usability Heuristics  
● The Rise of the UX Researcher  
● Emerging Tech: Trusted Presence | ● The Art of Choosing  
● The ROI of UX | ● Discussion 8 |
| 9      | 10/21–10/27 | UX Researchers’ Methods | ● Module 9 Overview  
● When to use which UX Research Methods  
● User Interviews – Beginner’s Guide  
● Lessons Learned My First Year as a UX Researcher  
● Emerging Tech: Quantum Computing | ● How Does UX Research and Design Work Together? | ● Discussion 9 |
| 10     | 10/28–11/3 | UX Designers | ● Module 10 Overview  
● What is User Experience Design? Overview, Tools And Resources  
● What Does A UX Designer Actually Do?  
● The Differing Roles of the UX Designer | ● This Is What A Typical Day In The Life Of A UX Designer Looks Like  
● The Beauty of Data Visualization | ● Discussion 10  
● Memo 4 |
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Program</th>
<th>Module Overview</th>
<th>Additional Topics</th>
<th>Discussions/Exams</th>
</tr>
</thead>
</table>
| 11   | 11/4–11/10  | Product Developers                           | Module 11 Overview      | • Computer and IT Job Roles  
• These 29 Tips Should Be Required Reading For All Beginner Programmers  
• Emerging Tech: Block chain / cryptocurrencies | Let's Talk Scrum Development Teams: What are Their Roles in Scrum Projects?  
What do I ACTUALLY do as a Software Developer? | Discussion 11 |
| 12   | 11/11–11/17 | Technical Communicators                     | Module 12 Overview      | • Defining Technical Communication  
• What is Technical Communications?  
• What Do Technical Writers Find Stressful?  
• Emerging Tech: Dark Web | Talk Nerdy to Me | Discussion 12  
Exam 2 |
| 13   | 11/18–11/24 | Content Strategists                          | Module 13 Overview      | • Content Strategy Basics  
• Content Strategy – Theory vs. Practice  
• What are the Content Strategy Deliverables? | Content Strategy Explained in 180 Seconds  
What do Content Strategists Do? | Discussion 13  
Memo 5 |
| 14   | 11/25–12/1  | UX Training                                  | Module 14 Overview      | • Career Advice for User Researchers  
• Starting a Career in UX Design  
• How to Get Started in UX/UI Design? | Get Started in UX  
Create A Killer UX Design Portfolio With These Pro Tips | Discussion 14 |
| 15   | 12/2–12/8   | Technology Development Degrees               | Module 15 Overview      | • B.F.A in Communication Design  
• B.A./B.S. in Technical and Professional Communication  
• B.S. in Business Computer Information Systems | None | Discussion 15  
Exam 3 |