

# TECM 3500: Digital Media

## Professor Information

Professor: Dr. Jordan Frith

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Class time: T-TH 3:30-4:50

Office number: 305 Auditorium Building

Office Hours 2-:330 T-TH, 5:30-6 TH; (and other days if you make an appointment. Also, email me to let me know you're stopping by. I could be called away to another meeting during office hours)

## Description

The goal of this class is to combine readings with hands-on experience to learn about the impacts of digital media. The class will cover everything from how digital media is used to organize in professional settings and social movements to using Madcap Flare for documentation.

Consequently, this class is going to use a bit of a different structure: One day a week will be focused on the social/professional impacts of digital media and the other will be focused on the application of digital media.

The main thrust of this class will be focusing on how digital media of various types are impacting social and professional organizations. You will be required to read sociological books and learn software

By the end of this class, you will be able to

- Understand how augmented reality will potentially impact technical communication and create augmented texts
- Explain how social media is impacting social and professional movements
- Analyze best practices of social media usage in professional and social settings
- Create interactive maps for displaying information
- Use Madcap Flare to display help documentation
- Learn about the tenets of big data
- Work as a group to put together documentation of a technical process

## Textbooks

You have two required books for this course. The two books will be supplemented by hands-on readings. They're both fairly cheap!

Nancy Baym: [\*Personal Connections in the Digital Age \(2<sup>nd</sup> edition\)\*](#).

Zeynep Tufekci: [\*Twitter and Tear Gas\*](#). (I suggest buying the book, but if you cannot, a free and legal PDF is available here: <https://www.twitterandteargas.org/downloads/twitter-and-tear-gas-by-zeynep-tufekci.pdf>)

[Purchase these NFC tags \(\\$12.99\)](#)

**Note: You will also have to pay a relatively small amount (<\$15) to publish interactive pages**

## Course Evaluation

Your grade in this course will be determined as follows:

**A = 90 – 100.** To receive an A in this course, you will have created documents that are easy to read, informative, and visually appealing. The documents will be free of errors and have excellent content, grammar, sentence structure, mechanics, and visual design. You will also show that you understand the research method you chose and can explain why you chose it.

**B = 80 - 89.9.** To receive a B, you will have submitted documents that are readable and understandable. They will be usable documents, but they will feature a few errors and problems with sentence structure, mechanics, and visual design. The documents you submit will not require heavy revision, but they also will not be perfect and may not be ready for final display.

**C = 70 - 79.9.** To receive a C, you will have submitted documents that would disappoint a manager in the workplace. These documents may be clear, but they also may require heavy revisions in certain sections and significant work on grammar, structure, method, and logic.

**D = 60 - 69.9.** To receive a D, you will have submitted documents that are unclear, difficult to read, filled with distracting errors, and incomplete. These documents are not easy to follow or understand and would not be appropriate to submit to a manager in a workplace setting.

**F = Below 60.** If you submitted these documents in an actual workplace, you'd probably be looking for a new job.

## ADA

In accordance with the Americans with Disabilities Act and Section 504, Rehabilitation Act, I will work with the Office of Disability Accommodation to help reasonably qualified students with disabilities. If you have such a disability, please advise me in writing of your needs no later than the second week of class.

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of

accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at [940.565.4323](tel:940.565.4323).

## **Academic Dishonesty & Integrity**

It is your responsibility to become familiar with UNT's Policy of Academic Dishonesty. This policy defines the following forms of academic dishonesty:

**Cheating:** intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise. The term academic exercise includes all forms of work submitted for credit or hours.

**Plagiarism:** the deliberate adoption or reproduction of ideas, words, or statements of another person as one's own without acknowledgement.

**Fabrication:** intentional and unauthorized falsification or invention of any information or citation in an academic exercise.

**Facilitating:** academic dishonesty intentionally or knowingly helping or attempting to help another to violate a provision of the institutional code of academic integrity.

If any course material is submitted that violates this policy of academic dishonesty, the assignment will receive a grade of "F" and appropriate judicial action will be filed. This action includes a report of academic misconduct to your college Dean and possible dismissal from The University of North Texas. There are no first-offense warnings regarding plagiarism. In addition, **if I catch you plagiarizing, you will fail this course.** As this is a senior-level course it is expected that plagiarism and the correct use (citation) of other's ideas (including print, digital, images, and other media) are fully understood. Contact me if you're ever confused about what constitutes academic dishonesty. Misunderstandings, miscommunication, oversights, or lack of comprehension as to what constitutes academic dishonesty are not accepted in this course.

## **Attendance**

Your presence in this course is mandatory not optional. You have 3 unexcused absences. Every absence past 3 will lower your final grade one letter. I'm not joking. Most people who fail my class fail because of absences. If you are between 3-10 minutes late, I count it as a tardy, which counts for ½ an absence. If you are more than 10 minutes late, you will be counted fully absent.

Look...class is like a job. You need to show up to your job.

## Assignment Submission

Unless otherwise noted, you must submit your assignments in electronic format through Blackboard. I don't want you to turn in print versions of assignments. It's better for everyone involved if I grade and comment on your work electronically.

When you submit an assignment, you **must** use the following file naming convention: LASTNAME\_\_ASSIGNMENTNAME. So if I submitted a personal reflection assignment, the file name would be Frith\_PersonalReflection. File names are important. It's difficult to keep track of files when I end up with 28 "editingassignment.docx" files.

All assignments should be single spaced and use a 12 pt. font. It wasn't very long ago when I was an undergraduate, so I know all the tricks to make a document look longer than it really is. Don't do any of them. Oh, and obviously...use headings. Remember what you learned in 2700!

Assignments are due by the time noted on Blackboard, which will almost always be a class day by 11:59pm. For each 24 hour period the assignment is late, you will lose 10% off the final grade. After 7 days, I will not accept late assignments. If you have a genuine reason to turn an assignment in late (an athletic event, family emergency, etc.), you must let me know beforehand.

## Emergency notification and procedures

UNT uses a system called Eagle Alert to notify you quickly with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at my.unt.edu. Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly.

## Grade breakdown

- 20%: Augmented texts
- 5%: Near-Field Communication assignment
- 15%: Mapping project
- 20%: Madcap Flair project
- 30%: Final exam
- 10%: In-class participation

## Assignments (/100 points)

### *Augmented texts (20 points)*

You will use Layar to create three augmented pages:

1. The flyer for the Tech comm BA degree
2. The flyer for the Tech comm MA degree

### 3. Your resume.

I will grade you on how well you design the augmented texts and how relevant the information is. Make sure to follow the advice from readings and from the lecture when designing the texts, and remember that more information is not always better. Don't do too little, but do not put everything on the texts just because you can.

#### ***NFC Project (5 points)***

I'm leaving this intentionally open-ended. You have the tags you purchased. Program **at least** three of them and attach them to print documents. Figure out relevant uses for the tags. They could include websites, contact info, videos, etc.

Don't overthink this assignment!

#### ***Mapping project (15 points)***

You are going to create a map of volunteer opportunities in Denton county. You must map at least 20 locations based on the information on [this list \(some of the info is old\)](#). Your mapped entries must include the name of the organization, the telephone number, the website (also the Facebook page if they have one), and a 1-2 paragraph description of the organization and the type of volunteer opportunity (get this from researching the websites).

You can also be creative in how your display the information. You need to figure out if you want to create your own legend (I'll show you in class how), use an automated legend, or anything like that. It's up to you, but you need to figure out how best to display the information. One way would be to divide types of volunteer opportunities, but you can choose how fancy you would like to make your map.

I will be grading you on how accurate the information is, the display, and the content in your descriptions attached to each site.

#### ***Madcap Flare assignment (20 points)***

Madcap Flare is an important piece of software for technical communicators. Your final assignment for this class will involve using the software to produce a solid documentation output. You will use the Lynda modules to show you understand Madcap Flare. I will be uploading a more detailed assignment description later in the semester.

#### ***Final exam (30 points)***

The final exam will cover the readings and lectures for the entire semester. The bulk of the exam will focus on the more theoretical/broad readings, but I will include a few questions on the software as well (but they aren't going to be super specific questions). Don't freak out about the exam. I will grade it on a curve if the final grades dictate.

### ***In-class participation/possible quizzes (10 points)***

This class will involve some pretty extensive discussion, particularly on the Thursday sessions where we discuss readings. I expect you to have read before class and at least attempt to understand the material. We will discuss the readings in class, but I want you to participate in the discussion. Think of examples outside the readings that you can use to participate in the discussion. To get a 10/10, you're going to have to participate.

Oh, and I also am including this section in the overall grade to give myself some leeway. If I don't think many people are reading, I may start giving reading quizzes.

### **Schedule**

<b>Date</b>	<b>Readings</b>	<b>Lecture topics/assignments</b>
1/16		Introductions
1/18	Introduction, Marvin, <i>When Old Technologies Were New</i> ( <a href="#">pp. 1-8</a> )  Chapter 2, Baym	Face-to-face communication  What is "new" media?  Understanding technology
1/23	<a href="#">Is Augmented Reality the future of technical communication?</a>  Design Principles for Augmented Reality Learning (Blackboard)	Augmented reality/mobile media
1/25	<a href="#">Turkle (editorial)</a> , <a href="#">Facebook(Atlantic)</a>  <a href="#">Fischer</a> , <a href="#">Tufekci</a>  Baym, chapter 3(optional)	The social impacts of new media  A contrary view
1/30	<a href="#">AR and QR codes</a>  <a href="#">The Death of QR codes</a>	Interactive texts  QR Codes
2/1	Baym, Chapter 5	Presentation of self
2/6	<a href="#">What is Near-Field Communication?</a>	Near-Field Communication

	<a href="#">NFC and Mobile Marketing</a> <a href="#">NFC and museums</a>	
2/8	Baym, Chapter 6	Building relationships
2/13	<a href="#">What is GIS?</a> Frith, Introduction (Blackboard)	The growth of locative media GIS <b>Augmented texts due</b>
2/15	Tufekci, chapter 1-2	Networked publics  Censorship and digital media
2/20	<a href="#">GIS Lynda module (1-2)</a>  (note that a few interface things have changed in Google Maps and Google Drive. The changes aren't hard to figure out)	
2/22	Tufekci, chapter 3-4	Contemporary social movements  <b>NFC project due</b>
2/27	<a href="#">GIS Lynda module (3-4)</a>	
3/1	Tufekci, chapters 5-6	Algorithms Social platforms
3/6	<a href="#">What do CCMS do to technical communication?</a>	Component Content Management Systems
3/8	Tufekci, chapters 7-8	Signaling power in digital media
	<b>Spring Break!</b>	
3/20	Tufekci, chapter 9-epilogue	Governments and social media control

3/22	<a href="#">Madcap Flare tutorial</a> (1-2)	Madcap Flare
3/27	<a href="#">Beginner's guide to big data</a> <a href="#">What happened to big data?</a>	Big Data
3/29	<a href="#">Madcap Flare tutorial</a> (3)	<b>Mapping project due</b>
4/3	Frith, 2017 (Blackboard)	Technical communication and Big Data
4/5	<a href="#">Madcap Flare tutorial</a> (4)	
4/10	<a href="#">User-generated technical documentation</a> <a href="#">User-generated content strategy</a>	Networked help documentation and digital media
4/12	<a href="#">Madcap Flare tutorial</a> (5-6)	
4/17	<a href="#">What is the Internet of Things?</a> <a href="#">Internet of Things and technical communication</a>	Internet of Things
4/19	<a href="#">O'keefe</a>	Structured Authoring intro
4/24	<a href="#">boyd, 2008</a>	Social media privacy
4/26	<a href="#">31 best Linkedin tips for job seekers</a>	Social media presence workshop
5/1	Workday	<b>Madcap project due</b>
5/3	<b>Review everything!</b>	Exam review
5/8	<b>Final exam period</b>	<b>1:30-3:30</b> <b>Final Exam</b>