TWC 301: Fundamentals of Writing with Digital Media

Instructor: Dr. Michele Mosco   **SLN#** Online

E-mail: michele.mosco@asu.edu   **Virtual Office Hours:** Please email me for an appointment

This course is offered by the College of Letters and Sciences. For more information about the school, visit our website: https://cisa.asu.edu If you have questions or concerns about the course, please talk with me or send an inquiry to cisa@asu.edu

Course Description & Learning Outcomes

As communications technologies have evolved, so too have our ways of communicating with others. With computers and other media technologies, the texts we create are no longer simply words on a printed page; they now include multimedia, web, audio, and visual design elements. Digital media introduce different possibilities for writing, organizing, designing, and presenting information in effective ways. This course introduces foundational concepts and technologies of writing for a variety of digital media.

By the conclusion of the course, you should be able to:

- Articulate the relationships between various types of media and texts
- Practice the multiple roles of the writer and editor in the world of digital media
- Analyze a variety of digital media texts for purpose, audience, style, and rhetorical appeals
- Design, produce, and use digital texts, images, video, and audio
- Demonstrate fluency with the tools and technologies that support writing for digital media
- Recognize basic HTML & CSS syntax

Required Texts & Materials

Carroll, B. (2017). *Writing & Editing for Digital Media* (3rd ed.). New York, NY: Taylor & Francis.
         ISBN: 9781138636033
Other readings are linked in each unit in Canvas.

Tools & Technologies

You will need the following technology and tools in order to complete the work for this course:

- A reliable computer, with sound card and graphics card
- Stable high-speed internet access
- Digital camera or cell phone camera with the ability to transfer images to your computer
- Microphone or headset
- Speakers or headphones
- Flash plug-in, latest version: http://www.adobe.com/products/flashplayer/
- Adobe Acrobat Reader, latest version: http://get.adobe.com/reader/
- Microsoft Word or comparable word processing software

Please be sure to back up all of your work in case of a technology failure. If you have any technology-related difficulties, please contact the ASU Help Desk at 480.965.6500.

Course Policies

Course Disclaimer: The course syllabus is an educational contract between the instructor and students. Every effort will be made to avoid changing the course schedule, but the possibility exists that unforeseen events will make syllabus changes necessary. The instructor reserves the right to make changes to the syllabus as deemed necessary. Students will be notified in a timely manner of any syllabus changes via email, or in the Announcements section on Canvas.

Communication: ASU email is an official means of communication among students, faculty, and staff. Students are expected to read and act upon email in a timely fashion. Students bear the responsibility of missed messages and should check their ASU-assigned email regularly.

All instructor correspondence will be sent to your ASU email account. When sending email to the instructor, make sure to include "TWC 301" in the subject line. Non-ASU email addresses will not be responded to. For help with your email go to: MyASU > Service > Live Chat OR New Ticket.

Grading Standards: The standards used for evaluating your work are professional ones.

An "A" is reserved for work that is excellent and **goes beyond** the assignment requirements; work with surface errors, regardless of the quality of its content, cannot earn an "A."

Fulfilling the assignment requirements is "C" work (acceptable). Assignments that earn and "A" or "B" exceed what was required in terms of quality (not necessarily quantity).

Because the work in this class is based on writing in the professional workplace, the following correspondence between grades and workplace standards will apply.

A	**Excellent work** that exceeds the assignment objectives and requirements.	Manager would be impressed and remember the work when considering a promotion for you.
B	**Good work** that meets the assignment objectives and requirements but requires minor improvements or demonstrates easily correctable problems.	Manager would be satisfied with the job, but not impressed.
C	**Adequate work**, but the design/content may require significant improvement.	Manager would be disappointed and ask you to revise or rewrite sections before allowing clients or others to see the work.
D	**Disappointing work** that meets some of the assignment objectives and requirements but not all.	Manager would be troubled by the poor quality of the work.
E	**Unacceptable work** that fails to meet the requirements of the assignment. This grade will also be assigned for any evidence of academic dishonesty.	Manager would be looking for someone else to replace you.

Assignments: Each assignment is described in detail in the unit module. No revisions are accepted. No extra credit is available. No late assignments are accepted.

Writing Projects			Participation & Activities		
	Syllabus Agreement	10			
	Unit 1: Persona Development	25		U1: Discussion	10
	Unit 2: Editing, Chunking, Layering	50		U2: Discussion	10
	Unit 3: Website Analysis	75		U3: Discussion	10
	Unit 4: Content Strategy & Profile Proposal	75		U4: Discussion	10
	Unit 5: Blog	75		U5: Discussion	10
	Unit 6: Style Guide Website	125		U6: Discussion	10
	Unit 7: Html Activity/Quiz	60			

Final Course Grades: This course does NOT carry the option of an incomplete grade. You may at any time (before the cut-off) elect to accept a grade of "Withdraw." Withdrawals are handled through your myASU account. Final course grades are based on the percentage of total number of points earned in the class.

A = 90.00% +
B =   80.00 to 89.99%
C =   70.00 to 79.99%
D =   60.00 to 69.99%
E =   less than 60%%
XE failure due to academic dishonesty

Late Work: All assignments/discussions/etc. are due by 11:59 pm (<mark>Arizona time, Mountain Standards</mark>) on the indicated day. Note that Canvas will adjust the Arizona MST due dates/times for assignments to match your time zone. No late work accepted.

- Discussions submitted late will earn 0 credit. You cannot make your initial post and response posts on the same day. Please see the Due Dates link in Modules for dates for initial and response posts. Remember **that Canvas only shows the due date for the responses**, not the initial posts.
- You will earn 0 credit for assignments submitted after the due date.
- If there are extenuating circumstances, contact me as soon as possible (Documentation may be required). However, technical difficulties do not constitute extenuating circumstances. You must be prepared to deal with glitches and still meet deadlines. Do not plan on submitting assignments the hour before they are due.

Important Technology Requirement: This course uses Canvas. If you need technical assistance, you can choose from the following:

- Chat online
- Send an email
- Speak with a real live person, 24/7 call: 1-855-278-5080 Option 3
- Online help documents/videos are available at https://community.canvaslms.com/community/answers/guides/

Trigger Warning: Please note that some course content may be deemed offensive by some students, although it is not my intention to offend anyone. In addition, some materials that we link with online might also be considered offensive, troubling, or difficult to review in terms of language or graphics. I attempt to provide warnings when introducing this kind of material; yet if I forget to do so, or if something else (in my materials or posts from fellow students) seems offensive, please contact me at michele.mosco@asu.edu , or the faculty head, Eva Brumberger.

University Policies

Prohibition of Commercial Note Taking Services. In accordance with ACD 304-06 Commercial Note Taking Services, written permission must be secured from the official instructor of the class in order to sell the instructor's oral communication in the form of notes. Notes must have the note taker's name as well as the instructor's name, the course number, and the date.

Time Commitment: Online classes require the learner to take responsibility for their own learning. Most learners do not recognize the level of time an online course requires, although there is no commuting time and the actual work times are flexible. Please refer to the ASU Course Policies, Time Commitment section. A 15 week class requires 9 hours of coursework PER WEEK.

Academic Integrity: Arizona State University and the College of Integrative Sciences and Arts strongly believe in academic integrity; thus, cheating and plagiarism is not tolerated. If a student is charged with academic dishonesty and found to be in violation, disciplinary action will be taken and a student's name will be kept on file. Academic dishonesty includes borrowing ideas without proper citation, copying others' work (including information posted on the internet), failing to turn in your own work for group projects, as well as providing materials of any type to a homework help site or a study resource site. Disciplinary action may result in a reduced grade for the assignment or class, suspension or expulsion from the university, and/or an XE on his or her transcript. For further information, please read the Student Academic Integrity policy at https://provost.asu.edu/academic-integrity

Students with Disabilities: If you need academic accommodations or special consideration of any kind to get the most out of this class, please let me know at the beginning of the course. If you have a disability and need a reasonable accommodation for equal access to education at ASU, please call Disability Resources for Students. The site can be found here: https://eoss.asu.edu/drc

Downtown Phoenix Campus University Center building, Suite 160 Phone: 602.496.4321 E-mail: DRCDowntown@asu.edu	**Tempe Campus** Matthews Center building, 1st floor Phone: 480.965.1234 E-mail: DRCTempe@asu.edu
Polytechnic Campus Sutton Hall - Suite 240 Phone: 480.727.1039 E-mail: DRCPoly@asu.edu	**West Campus** University Center Building, Room 130 Phone:602.543.8145 E-mail: DRCWest@asu.edu

Mental Health: As a student, you may experience a range of challenges that can interfere with learning, such as strained relationships, increased anxiety, substance use, feeling down, difficulty concentrating and/or lack of motivation. These emotional health concerns or stressful events may diminish your academic performance and/or reduce your ability to participate in daily activities. ASU Counseling Services provides counseling and crisis services for students who are experiencing a mental health concern. Any student may call or walk-in to any ASU counseling center for a same day or future appointment to discuss any personal concern. Here is the Web site: https://eoss.asu.edu/counseling. After office hours and 24/7 ASU's dedicated crisis line is available for crisis consultation by calling 480-921-1006.

Student Code of Conduct: Students are required to adhere to the behavior standards listed in the Arizona Board of Regents Policy Manual Chapter V –Campus and Student Affairs: Code of Conduct located online at http://students.asu.edu/srr/code and the ACD 125: Computer, Internet, and Electronic Communications available at http://asu.edu/aad/manuals/acd/acd125.html.

Students are entitled to receive instruction free from interference by other members of the class. An instructor may withdraw a student from a course when the student's behavior disrupts the educational process under USI 201-10 http://www.asu.edu/aad/manuals/ssm/ssm201-10.html. An instructor may withdraw a student from a course with a mark of "W" or "E" when the student's behavior disrupts the educational process. Disruptive classroom behavior for this purpose is defined by the instructor.

Harassment Prohibited: ASU policy prohibits harassment on the basis of race, sex, gender identity, age, religion, national origin, disability, sexual orientation, Vietnam era veteran status, and other protected veteran status. Violations of this policy may result in disciplinary action, including termination of employees or expulsion of students. Contact the professor if you are concerned about online harassment of any kind, and he/she will put you in contact with the Dean of Students office.

Establishing a Safe Environment/Behavior: Learning takes place best when a safe environment is established in the classroom. In accordance with SSM 104-02 of the Student Services Manual, students enrolled in this course have a responsibility to support an environment that nurtures individual and group differences and encourages engaged, honest discussions. The success of the course rests on your ability to create a safe environment where everyone feels comfortable to share and explore ideas. We must also be willing to take risks and ask critical questions. Doing so will effectively contribute to our own and others intellectual and personal growth and development. We welcome disagreements in the spirit of critical academic exchange, but please remember to be respectful of others' viewpoints, whether you agree with them or not. Avoid racist, sexist, homophobic, or other negative language that may unnecessarily exclude members of our campus and classroom.

Title IX: Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at https://sexualviolenceprevention.asu.edu/.

> "As a mandated reporter, I am obligated to report any information I become aware of regarding alleged acts of sexual discrimination, including sexual violence and dating violence. ASU Counseling Services, https://eoss.asu.edu/counseling, is available if you wish discuss any concerns confidentially and privately.

Statement on Inclusion: Arizona State University is deeply committed to positioning itself as one of the great new universities by seeking to build excellence, enhance access and have an impact on our community, state, nation and the world. To do that requires our faculty and staff to reflect the intellectual, ethnic and cultural diversity of our nation and world so that our students learn from the broadest perspectives, and we engage in the advancement of knowledge with the most inclusive understanding possible of the issues we are addressing through our scholarly activities. We recognize that race and gender historically have been markers of diversity in institutions of higher education. However, at ASU, we believe that diversity includes additional categories such as socioeconomic background, religion, sexual orientation, gender identity, age, disability, veteran status, nationality and intellectual perspective.

Helpful Resources at ASU: As an ASU student you have access to many resources on campus. This includes tutoring, academic success coaching, counseling services, financial aid, disability resources, career and internship help and many opportunities to get involved in student clubs and organizations.

- Tutoring: http://studentsuccess.asu.edu
- Counseling Services: http://students.asu.edu/counseling
- Financial Aid: http://students.asu.edu/financialaid
- Disability Resource Center: http://www.asu.edu/studentaffairs/ed/drc/
- Major/Career Exploration: http://uc.asu.edu/majorexploration/assessment
- Career Services: http://students.asu.edu/career
- Student Organizations: http://www.asu.edu/studentaffairs/mu/clubs/
- ASU Writing Centers: https://tutoring.asu.edu/writing-centers
- ASU Police Department: https://cfo.asu.edu/police
- International Student Resources: https://students.asu.edu/international/support/academic