University of Kentucky
ISC/ICT 690 – Social Media Strategy
Course Syllabus – Fall 2020

Instructor Info: **Class Info:**
Dr. Laura Fischer   Online, Asynchronous
217 McVey Hall
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Office Hours:
Tuesday & Wednesday 11:00 a.m. – Noon
By appointment only via Microsoft Teams (see more details below)

Overview:
Social and digital are continuously changing the communications landscape. In this course, students will examine the strategic approach to social and digital media. Emphasis placed on strategic planning for specified target audiences.

Objectives:
- Describe the concepts and theories that inform the use of social and digital media.
- Discover how various traditional and social media strategies and tools can contribute to organizational effectiveness.
- Apply social media's core concepts in regard to public relations and advertising concepts to provide counsel to organizations.
- Create social and digital messages for organizations based on a set strategy and specified targeted audiences.
- Evaluate the effectiveness of digital and social messages for organizations.

Office Hours:
As encouraged by the university, my office hours will be conducted online. You must have an appointment to meet with me – whether you want to meet during my scheduled office hours or outside of them. I really do want to meet with you! And, having an appointment will ensure you get my full attention. Online office hours will be conducted via Microsoft Teams (more details below) and can be either audio or video. Please use Microsoft Teams to request an appointment. You may request an appointment individually (send me a personal chat) or as a team (@ me in a team channel). Also, I am happy to talk with you about a campaign and give you feedback during my office hours. But, I will not discuss a campaign on either the day it is due or the day before it is due. The day before or day of is too late for you to be running ideas by me. Plus, these sessions too often turn into requests for me to pre-grade, which is unfair to the rest of the class. I may make exceptions for quick technical issues (e.g., problems saving, Photoshop meltdowns, thing not doing what thing is supposed to do). Please plan accordingly.

I want to see you. But, I also need to have some notice. Please make sure you have an appointment set at least 1 hour in advance. And, remember, I have many other meetings, so the earlier you schedule the better. If you schedule an appointment outside of office hours, I will try to get you into my schedule - but I can't always guarantee that I can.

Note: The professor reserves the right to make any changes to the syllabus and timeline as necessary. Any changes will be announced on the Canvas page.

Required Materials
- Quesenberry, K. A. (2019). *Social Media Strategy: Marketing, Advertising and Public Relations in the Consumer Revolution*. (2nd Ed). Rowman & Littlefield Publishers: Lanham, MD.
- Microsoft Teams

Other Tools
- **Canvas**: This class uses Canvas as a management system. Course readings, handouts, assignments, grades will be posted on Canvas. You will submit all assignments via Canvas. Please familiarize yourself with the site.
- **UK email**: I will communicate with you only via your UK email account. Please make a habit of checking your account daily. Please see the FERPA section below for more details on why you should only use your UK email.
- **Microsoft Teams:** We will use Teams as a discussion forum. Please direct all course related questions to this app. You will be asked to develop recordings via Microsoft Teams. Additionally, all office hours will be held via Microsoft Teams. You should have the ability to share your screen and record yourself. You must have a computer/tablet/phone that is equipped with the technology to 1) record yourself and 2) share your screen.
- **Microsoft Word:** You should use Microsoft Word to craft all pieces of your major projects. First, it has a better grammar/spell check. Second, this is industry-standard. You can download all Microsoft editing software from UK's Download page (uky.edu/downloads)

Other Recommended Materials:
- Lynda.com is available for free to members of the Fayette County library system. Simply go the library, get a library card, and sign in using the Fayette County library information. If you feel that you do not understand the topic in class, I strongly recommend you watch Lynda.com for further explanation.

Minimum technical requirements for UK courses and suggested hardware, software, and internet connections are available at ITS Student Hardware & Software Guidelines. (https://uky.service-now.com/techhelp?id=kb_article&sysparm_article=KB0012251)

Technical Support & Resources:
For account help, contact UK's Information Technology Customer Services online (https://www.uky.edu/its/), by email (218help@uky.edu), or by phone at 859-218-HELP (4357).

Distance Learning Library Services
Carla Cantagallo (carla@uky.edu), Distance Learning Librarian, 859-218-1240

Communication and Technical Requirements
Communication between the student and instructor is essential in the online environment. It is your responsibility as the student to let me know if you are having difficulty in the course or are confused by the materials provided to you. If you are confused by any of the materials or assignments, please let me know as soon as possible. I plan to respond within 24 hours.

Digital Communication:
Just like at an agency, this course will utilize a variety of digital tools to communicate. Each tool serves a specific purpose. Please be sure you understand when and how to use each tool. If you do not use the correct tool to communicate, your message may go unanswered.

UK email
- **What do I use?** Your UK email account ending in *uky.edu* or *g.uky.edu*. These are the only email accounts I will use to communicate with you. This means, please do not use Canvas to email me a message. It never sends me a notification, and I won't get your message. Please do not send or reply to emails with any other personal account. See the FERPA section below for more details on why. Please make a habit of checking your account daily.
- **When do I use it?** Email is for any communication that needs to be private between you and me. For example, if you want information about a grade, inform me of an illness or need to quarantine, discuss an issue, etc. You may also email me if you want to set up an office hours appointment.
- **When do I NOT use it?** Please DO NOT email me with questions about your project (unless it is personal). All communication regarding your project should be through Microsoft Teams (see below).

Microsoft Teams
- **What do I use?** Microsoft Teams. Microsoft Teams is a project management tool (similar to Slack or Basecamp). You can download it for free through your UK Office 365 account. Please install it on your devices (laptop/desktop, iPad, and/or mobile device) by the end of the first week of class.
- **When do I use it?** You will use Microsoft Teams to communicate with both me and your TA about your projects – chat, audio or video. Using Microsoft Teams is not optional. You should also use Microsoft Teams to chat, call or video with myself or your TA during office hours.
- **When do I NOT use it?** Do not use Microsoft Teams for anything grade related or personal. Everything in Microsoft Teams should be project related.

Note: This is my first time using Microsoft Teams for a course. I expect there will be some bumps in the road. Please be patient and let me know if you are having any issues. Also, expect that some guidelines may change as we better understand the program's capabilities and limitations.

Canvas
- **What do I use?** Canvas. Canvas is UK's official Learning Management System (LMS). Please make sure you have access to our course ASAP.
- **When do I use it?** You will use Canvas to submit anything that needs to be graded. You will also use Canvas to check your personal grades and receive graded feedback. For example, you will submit your discussions and projects via Canvas. You will also check Canvas to see the grade you earned on your campaign and see/download my comments.
- **When do I not use it?** Do not use Canvas to email me questions (both personally or about assignments). Often, these messages go unnoticed because it doesn't notify us!

Also, just like at a job, I may not immediately answer your communication (by any method). Please allow 2 business days for a response. However, I will try to answer fairly quickly Monday – Friday from 8 a.m. – 5 p.m. I try to limit my communication in the evenings and on the weekends so that I can focus on my (adorable) family. This is not to be mean. It is because this is the schedule the world works on, and I want you to learn to plan accordingly. There may be times I see something from you and respond outside of normal business hours, but that will be the exception – not the rule.

However, while each of these tools are great, it will not solve every problem. If you have a question that takes more than three sentences to ask or answer, then it takes too much of both our time. I talk a lot faster (and clearer) than I type, so just schedule an appointment. Also, I am happy to talk with you about a project and give you feedback during my office hours. **However**, **I will not discuss a project on the day it is due**. The day of is too late for you to be running ideas by us. Plus, these sessions too often turn into requests for us to pre-grade, which is unfair to the rest of the class. I may make exceptions for quick technical issues (e.g., problems saving, technology meltdowns, thing not doing what thing is supposed to do).

As a class, we will work to create logical and appropriate channels. Organization is critical in a project management tool. Take advantage of the "reply" function to nest conversations.

As your creative director, I will be a member of each channel. Removing me from a channel may result in a grade penalty. I may remove myself or turn off alarms. Remember to treat these class discussions the same as you would an internship or job.

I will be monitoring activity and may make comments or provide feedback spontaneously. However, if you would like to specifically ask me a question, you must @ me. If you don't hear from me, it is your responsibility to follow up. Do not make assumptions about what no reply means.

We will also use Microsoft Teams for any digital meetings – chat, audio or video. This includes office hour appointments and digital class meetings (should they be necessary).

Note: This is my first time to use Microsoft Teams for a course. I expect there will be some bumps in the road. Please be patient and let me know if you are having any issues. Also, expect that some guidelines may change as we better understand the program's capabilities and limitations.

Grading Scale:

A   900-1000 Work that is outstanding, original, surprising, unexpected, appropriate, well-crafted, on time and shows that the authors have put considerable thought into the assignment.

B   800-899 Work that is good, seldom unique, well crafted, on time and essentially fulfills the assignment without any major problems.

C   700-799 Work that includes expected executions and/or may be going in the right direction but that has some significant deficiencies, lapses in craftsmanship or other flaws.

E   0 -699 Work that is off-target, carelessly produced, lacks an idea, poorly written, messy and/or seriously deficient but is on time OR Work that is late, shows no effort, does not fulfill the assignment and/or does not follow the instructions.

You can produce solid work and receive a B. "Solid" means that there is nothing wrong with the execution, but the idea itself isn't as creative, thoughtful, original or well targeted as it could be. Top creative work is the kind that makes me want to run down the hall and show everyone what great things my students are producing. Don't be scared. Be challenged. You are capable of great work.

Grades:

Final grade breakdown:

• Discussion Posts/Activities & Reading Applications	150 points
• Social Media Certification + Reflection	100 points
• Client Identification & Preliminary Research	50 points
• Brand Summary & Social Analysis	150 points
• Brief, Big Idea & Social Channels	100 points
• Campaign Content	150 points
• Final Social Media Plan	200 points
• Team Progress Reports	80 points
• Individual Team Report	20 points
	Total: **1000 points**

Discussion Posts, Activities & Reading Applications (Individual)
Each week, you will be asked to complete either a discussion post and engage in conversations with your class colleagues or an activity to apply material. These questions may reflect on the reading, apply the reading and lecture material, or help you to dive deeper into your client project.

HubSpot Certification (Individual)
Understanding how to evaluate your social media presence and effects of content is crucial in public relations and advertising. Some agencies and communication teams have been asking for employers to be certified in monitoring and evaluation tools. In this activity, students will go through the online tutorial and earn either a HubSpot certification.

Team Client Project
You will select a client and develop a social and digital media plan for a selected client (your client could be who you work for, a local business, a non-profit, etc.). You will work in groups of 3-4 (randomly assigned by me). Each of the pieces of this project will build upon each other to help you develop your final plan and presentation.

- *Client Identification & Preliminary Research*
  Throughout this project, you will be selecting a client (of your team's choice!) and developing a strategic social and digital plan. In this assignment, your task is to identify your client, answer a few questions, and brainstorm some ideas.

- *Brand Summary & Social Analysis*
  As we have discussed, you always have to know about your organization before you can start a

new plan. This assignment is designed to help you to gather research on your client, its target audience, and its current communication efforts.

- *Brief, Big Idea and Social Channels*
  You've done your research. It's now time to start organizing your creative concept and your planned channels. Create a social media big idea that integrates with the traditional marketing, public relations, and advertising campaigns. Then select social media platform channels by category that fit your target audience and big idea.

- *Campaign Content*
  Based on your big idea and planned channels, in this assignment, you will create your campaign content. Here, you will create a content calendar and the materials to be posted for at least 1 month of content.

- *Final Social Media Plan*
  Finally! It's time to put it all together. In this final project, you will combine all of your pieces from the semester and develop a social media plan. You will also develop an evaluation plan and budget.

- *Progress Reports*
  Your team will submit a progress report to me by the times listed on the timeline by Sunday at 11:59 pm. Please make a "Progress Report" channel for your team on Microsoft Teams. This channel will be used ONLY for submitting your team's weekly progress reports. Progress reports should include a brief explanation of what your team accomplished last week, each team member's contribution, what you plan to accomplish the coming week and any questions you have for me. You may add additional information as you see fit.

Individual Team Report
At the conclusion of your team project, you will submit an individual team report. In this team report you will discuss your individual reflection of how your team worked together. Details will provided on Canvas for you.

Your Grade:
All of your grades will be posted on Canvas as soon as I finish them. It is your responsibility to check Canvas frequently.

Late Work:
When working with clients, you must be able to complete quality work on a deadline. Late work is unacceptable for professionals, and it is unacceptable in this course.

Projects, Discussions, and *Other Activities will not be accepted late.*

NO EXCEPTIONS. If any part of your assignment is submitted late, the entire assignment is considered late.

Late means any time after the due date. If an assignment is due at the beginning of class, it will be counted late if it is turned in at the end. If a project is due at 8:00 a.m. and it is turned in at 8:01 a.m., it is late. I will ask you to turn many of your assignments in electronically (and timestamps show me exactly when your file was uploaded). Please allow adequate time to upload your files (and deal with any glitches).

Backup:
Always make a backup copy of your work. I cannot stress this enough. Lost originals are not an acceptable excuse for missed deadlines. It is important to have a backup workflow and follow the procedures for everything you are trying to save on the computer. Do not trust (read: save your work on) the hard drives on lab computers! If you don't have multiple backup devices, now is the time to get some.

Screen Shot Submissions:

Canvas submission errors are not an excuse. I recommend that **you take a screenshot of your assignment when you submit it.** Keep these screenshots in a file on your desktop. Your screenshot should show the date and time. If for some reason the document submits incorrectly, this will suffice as proof. Additionally, it is your responsibility to double check that you submitted the correct document. For example, if you submit a prior file or if you submit the wrong file, this will automatically be a zero. You will only be able to resubmit work because of a technology error if you have a screenshot that proves you originally submitted it correctly and on time. Please, please, please, **please double check that you submitted the correct document!**

Class Participation and Conduct

Coursework throughout the semester will be divided into weeks. Each week will begin on Monday and end on Sunday (11:59 p.m. EST). Therefore, all of your work for the week should be completed by Sunday at Midnight. I expect for students to be actively participating throughout the week (at least three days), and complete assignments in a timely manner. If there any technical issues, it is your responsibility to let me know by email.

Online discussion groups will be treated like face-to-face conversations. There may be differences of opinion; however, you should be respectful and considerate of the students around you.

Netiquette and General Guidelines for Written Work

Netiquette is a term that refers to how people should behave on the internet – whether it is sending an email, posting to a discussion, or chatting online. It is extremely important to actively use netiquette when communicating in the classroom. First, I expect emails to be sent using correct formatting, GSP, and closing remarks. Additionally, here are some rules to guide your ideas when communicating online:

1. ALL CAPS IMPLIES THAT YOU ARE SHOUTING - Please do not do this!
2. Watch your "tone" - it's written, not verbal communication. It can be very easy to misinterpret someone's meaning online.
3. Check your spelling - Always!
4. Make your messages easier to read by making your paragraphs short and to the point.
5. Never "say" anything that you would not want posted on the wall of a face-to-face classroom, because it could be!
6. Behave as you would in a face-to-face classroom.
7. Remember there is a real live person at the other end reading your posts and email. Treat them with respect.
8. Foul language, insults and harassment are not tolerated (just as it would not be tolerated in a face-to-face classroom).
9. Think about what you have written before you submit it.

Course Modality:
This is an online course. You will complete your work throughout the week. You have specific deadlines (see timeline) when aspects are due.

Attendance:
While you are not expected to "attend class" live, there are still reasons for students to "miss class." As long as you have **proof** of something that follows in the excused categories below, I will work with you at an individual basis.

Excused:
For an absence to be excused, students must provide verification within one week of returning to class (preferably sooner or prior to the absence). Senate Rules 5.2.5.2.1 defines the following as acceptable reasons for excused absences:
1. significant illness;
2. death of a family member;
3. trips for members of student organizations sponsored by an educational unit, trips for University classes, and trips for participation in intercollegiate athletic events;
4. major religious holidays;
5. interviews for graduate/professional school or full-time employment post-graduation; and
6. other circumstances found to fit "reasonable cause for nonattendance" by the instructor of record.

Academic policies regarding excused absences can be found in the Senate Rules under "Excused Absences." The Senate Council has interpreted excused absences for the Fall 2020 semester to include an excuse from required in-person interactions if the student has been directed to self-quarantine by the University (including its app), a medical professional, public health professional, or government official.

If you are sick, you must provide a verifiable (yes, I will check) doctor's note within one week of returning to class (preferably sooner). Please note that University Health Services (UHS) Tier 1 documents are not acceptable and will not be considered appropriate verification.

If you will be missing class for a school-sanctioned event, you must provide official notice prior to missing class.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class.

Entertaining out-of-town guests, missing airplanes, sick roommate/pet, annual dentist (or other) appointments, family vacations, senior trips, senioritis, not-feeling-like-it, etc. will not be excused. Please plan accordingly.

I will deal with extenuating circumstances (e.g., a death, prolonged sickness, family emergency) on a case-by-case basis. Please contact me as soon as possible if a situation arises and be prepared to show documentation. In these cases, I will work with you to find the best options for you to succeed.

If your excused absences are equivalent to one-fifth of the class meetings, the instructor will require the student to petition for a "W" as outlined in university policy Senate Rules 5.2.4.2.1).

Please review your rights/responsibilities for attendance on the Academic Ombud's website.

University Engagement Policy:

In order to meet federal regulations, the instructor will monitor student participation in this class through attendance or assignments. Students who miss class periods or assignments during the first two weeks of the semester may be dropped from the course. If you will be missing a class period or will not be submitting some assignment during that period, it is your responsibility to notify the instructor, even if the absence or missed assignment is not excused under university rules.

Digital Meeting Policy:
Before a meeting starts:
- Get up and get ready for class just like you would in an in-person class or meeting. Wear clothing similar to what you would normally wear to class.
- Find a quiet space with strong Wi-Fi that is free of distractions.
- Close any unnecessary windows or programs on your device that are unrelated to your meeting. This focuses your device's power to provide the best online meeting experience possible, and prevents potential embarrassing moments if you happen to share your screen.
- Open Microsoft Teams and test your sound and camera.
- You may need to give Microsoft Teams permission to access your camera and microphone.

During a meeting:
- I prefer that you turn your video on. If that is a problem or makes you uncomfortable, please send me a private chat.
- If you need to step away from the computer for a moment, it's appropriate to turn your video and sound off and then turn them back on when you return.
- Make sure the light is facing you and is not coming from behind you.
- Make sure the camera angle allows me to see you.
- Please be aware that your instructor may be recording your meeting.
- Make use of features like chat, raise your hand, etc. as appropriate.
- Be prepared to share your screen. *Remember…that means we can see the tabs you have open.*
- Be prepared to share control of your screen with me if necessary. I can use this feature to show you how to do something in an Adobe program, more clearly point out problem areas on roughs, etc.
- Anything that would be a distraction in class can also be a distraction online. Examples: eating, drinking, shuffling papers, laughing at text messages, rolling your eyes at a classmate, etc.

Class Recording Notification:
The University of Kentucky Student Code of Conduct defines Invasion of Privacy as using electronic or other devices to make a photographic, audio, or video record of any person without their prior knowledge or consent when such a recording is likely to cause injury or distress.

Meetings of this course may be recorded. All video and audio recordings of lecturers and class meetings, provided by the instructors, are for educational use by students in this class only. They are available only through the Canvas shell for this course and are not to be copied, shared, or redistributed. As addressed in the Student Code of Conduct, students are expected to follow appropriate university policies and maintain the security of linkblue accounts used to access recorded class materials. Recordings may not be reproduced, shared with those not enrolled in the class, or uploaded to other online environments.

If the instructor or a University of Kentucky office plans any other uses for the recordings, beyond this class, students identifiable in the recordings will be notified to request consent prior to such use. In anticipation of such cases, students may be asked to complete an "authorization of use" form by a faculty member.

Video and audio recordings by students are not permitted during the class unless the student has received prior permission from the instructor. Any sharing, distribution, and or uploading of these recordings outside of the parameters of the class is prohibited. Students with specific recording accommodations approved by the Disability Resource Center should present their official documentation to the instructor.

All content for this course, including handouts, assignments, and lectures are the intellectual property of the instructors and cannot be reproduced or sold without prior permission from the instructors. A student may use the material for reasonable educational and professional purposes extending beyond this class, such as studying for a comprehensive or qualifying examination in a degree program, preparing for a professional or certification examination, or to assist in fulfilling responsibilities at a job or internship.

Mutual respect and support:
The College of Communication and Information is committed to fostering a diverse, welcoming, empowering, and inclusive community. We believe that diversity and inclusion are drivers of excellence, collaboration, creativity, and success. We strongly support intellectual freedom and the right to hold diverse perspectives, while at the same time condemning all forms of hatred and oppression.

As in all UK courses, we will conduct this class with respect for each individual and an appreciation of diverse viewpoints. The ISC Department believes in promoting a diverse educational environment and society. People of all ages, ethnicities, races, religions, gender orientations, sexual identities, socio-economic circumstances, abilities, talents, occupations, political persuasions, beliefs, hair colors and shoe sizes have much to share with us. Just as we have much to share with them. We believe that our lives are fuller and our society stronger from such diverse and mutually beneficial encounters.

Students With Disabilities:
Students requesting classroom accommodation must first meet with the Disability Resource Center. The DRC will provide a *Letter of Accommodation* to the student who must then provide this documentation to me when requesting accommodations. If you have a disability, please upload your letter to the appropriate Canvas assignment and then make an appointment with me to discuss your accommodations.

The Family Educational Rights and Privacy Act (FERPA):
You have specific rights regarding your privacy and the privacy of your educational records under The Family Educational Rights and Privacy Act (FERPA) of 1974. This is a federal law that protects the privacy and confidentiality of personally identifiable information contained within student education records. You can review your rights at www.uky.edu/registrar/FERPA-privacy.

Please note that FERPA prevents me from disclosing your educational records (including grades) to your parent or guardian. Allowing your parent or guardian access to your educational records is completely voluntary (in other words, if you don't want to, you don't have to) and requires a signed consent form (available at www.uky.edu/registrar/sites/www.uky.edu.registrar/files/consentform.pdf). Additional information for your parent or guardian can be found at www.uky.edu/registrar/content/ferpa-parentsguardians.

Also, because of the increased emphasis on protecting student privacy, the University of Kentucky strongly recommends that instructors no longer respond to student email unless it is sent directly from an official UK email address (ending in *g.uky.edu* or *uky.edu*). Therefore, if I receive an email from a non-UK email address, I will send you a reminder about this policy. But, I will not be able to answer your question until you resend it from your UK email account. I'm sorry for the hassle, but thanks for understanding.

Academic Integrity:
In the ISC Department, we take academic dishonesty and professional ethical violations very seriously. In addition to the university's academic standards discussed below and online you will be expected to adhere to the same codes of conduct expected of active professionals.

Please review the full university policies on the prohibition of cheating (Senate Rules 6.3.2), prohibition of plagiarism (Senate Rules 6.3.1) and prohibition of falsification/misuse of academic records (Senate Rules 6.3.3).

Cheating: Don't do it. If you're caught cheating, there will be significant repercussions, which may include an official note on your record, a zero on the assignment, failing the course, suspension from the university and/or other repercussions. Cheating includes signing documents/class materials for someone else, plagiarism, someone else doing your design work on Photoshop/Illustrator/InDesign/etc., other people writing your assignments, using notes during an exam, asking someone for answers to a quiz or exam, copying other people's answers, stealing things (like library books), etc.

Cheating includes turning in work you produced in another class to fulfill an assignment in this course. If you are unsure about submitting any work, please talk to me **before** moving forward.

According to university policy, "Cheating is defined by its general usage. It includes, but is not limited to, the wrongfully giving, taking, or presenting any information or material by a student with the intent of aiding himself/herself or another on any academic work which is considered in any way in the determination of the final grade. The fact that a student could not have benefited from an action is not by itself proof that the action does not constitute cheating."

Plagiarism: Don't do it. Plagiarism is a form of cheating and will be treated as such. Please review the university's description of plagiarism very carefully on the Academic Ombud's website. If you have not learned how to properly cite your sources according to APA style, it is your responsibility to learn how. For this course, you are required submit all your references (both in-text and full) in correct APA style.

You are also required to properly cite your images. Stealing an image is no different that stealing words and will incur the same penalties. Additionally, while educational fair use allows students to use a variety of copyrighted images for student projects (and ONLY student projects…this does not include coursework produced for a real client), this protection does not extend to the verbatim use of other designers' finished products (logos, packages, advertisements, etc.). And, the images must still be properly cited.

If you don't know how to properly cite sources, consult me (or a book) **before** the exercise, project or paper is due. In short, you will have proper in-text citations and a full reference page for virtually every assignment you complete in this course. You cannot take credit for the work, ideas or conclusions of others. Period. If you violate this policy, I will pursue the penalties outlined in university policy, which can include an E in the course.

Best advice: **Do not lie, steal or cheat.** Please take the time to learn your rights and responsibilities as a student on the Academic Ombud's website.

Also, if you don't understand something, ask me! I am here to help you learn. Don't wait until you're in over your head and cheating becomes a temptation.

Note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

My Motto: Work Hard, Play Hard
I am not scary. I promise. Please feel free to talk to me about any questions or concerns you have. I will do my best to help you have a fun and productive class experience. I am not out to get you, but I do have <u>VERY VERY VERY</u> high expectations. I expect you to start working and acting like a professional. The best practice starts now, before you enter the real world.

Best in Show
I sincerely want you to succeed. I want to see you produce outstanding, creative, and effective work. I want you to win awards (like an ADDY). I want to put your work on my wall and brag about you. I want to run down the hall and tell all the other professors that my students are better than theirs…and show them work that proves it. Feel free to chat with me before or after class, during office hours or by appointment. We can talk about course content, readings, assignments, your performance or inappropriate uses of Comic Sans. I am here to help…if you care enough to ask (before the day an assignment is due).

Some Design-Related Helpful Links:
Below are links to some helpful software articles and tutorials. In addition to Lynda.com, I recommend you take time to look through as many of these videos as you can to help you learn. These are also good resources if you get stuck while you are working on a project outside of class. And, remember, a quick Google search can also be a lifesaver.

Photoshop
- Photoshop Help
  http://helpx.adobe.com/photoshop/topics.html

- Photoshop Tutorials (click on "Learn Essentials")
  http://helpx.adobe.com/photoshop/tutorials.html

Illustrator
- Illustrator Help
  http://helpx.adobe.com/illustrator/topics.html

- Illustrator Tutorials (click on "Learn Essentials")
  http://helpx.adobe.com/illustrator/tutorials.html

InDesign
- InDesign Help
  http://helpx.adobe.com/indesign/topics.html

- InDesign Tutorials (click on "Learn Essentials")
  http://helpx.adobe.com/indesign/tutorials.html

Dreamweaver
- Dreamweaver Help
  https://helpx.adobe.com/dreamweaver/user-guide.html
- Dreamweaver Tutorials
  https://helpx.adobe.com/dreamweaver/tutorials.html