

ICT 325 – Multimedia and Technology

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Course Description

This course is designed to engage students with the deployment of multimedia within contemporary interactive technologies, including their historical and cultural contexts, underlying platforms, visual cultures, sociocultural dynamics, and technical components. The objective of this course is to help students cultivate conceptual tools that are of practical relevance that can be used while creating and engaging with multimedia tools, platforms, and artifacts both in their professional and personal lives. To this extent, the readings are carefully chosen to introduce foundational concepts of new media, associate and apply these concepts in their daily lived lives, and critically think about some of the broader implications of new media. The assignments are designed to cultivate critical analytical thinking by helping students apply the insights to day-to-day examples.

Course Learning Outcomes

- Identification of different uses of ICT and evaluation of their affordances in society.
- Application and evaluation of basic technology resources.
- Clear and coherent communication using multiple modes of communication.

Course Requirements:

Readings

There are no required textbooks for this course. All reading material will be made available on Canvas.

Assignments

All assignments should be undertaken individually. For projects requiring group work, detailed instructions will be outlined in the project description. When group work is performed, each member of the group must state his/her contributions very clearly and all members of the group must agree on each member's contributions before the start of the project and inform the instructor (in writing) about the expected efforts of each member of the group.

Projects

The hands-on projects will require students to apply their knowledge and skills to design solutions and answer questions of varying difficulty for realistic business scenarios. In addition, as part of the project, students will often need to develop their critical thinking skills for given realistic scenarios: they must be able to identify the problem, analyze the options available, and develop an appropriate solution to meet the requirements of the given project scenario.

Quizzes and Exams

Quizzes help ensure that students are keeping up with the readings. These quizzes will take place via the Canvas system. They will be timed tests, which must be taken by a specific deadline. **There is no final exam.**

Written Assignments

Written assignments are to be written in Word or Open Office format. Papers are to be double-spaced using a 12-point kerned font such as Times New Roman with 1 to 1.25 inch margins. You may not resubmit work that has already been used in fulfillment of the requirement of this or any other course. Rules of academic conduct require that you not use the work of others without clearly indicating it as such. Academic misconduct may result in a lowered grade, no credit for a given assignment, or removal from the course. It is expected students will both consult and appropriately cite the academic and primary source literature where needed. It is imperative that students employ a variety of scholarly and primary sources on which to build their arguments. As such, you should search bibliographies in the material we are reading, use library databases, and conduct library searches to identify material on their chosen topic. Please rely on a commonly used style manual for your submissions (e.g. APA, MLA or Chicago). These are available in the Library or may be purchased through online book vendors. If you are uncertain about how to cite electronic sources, consult one of the many electronic guides to citing electronic sources available on the net. Minimal reference content includes: author (if known), date (if given), title, URL, and date accessed.

Discussion Board Participation

This course is conducted online through Canvas. No onsite meetings are required. This course applies reading and discussion-based learning approaches, as well as investigative learning approaches, to information policy. The readings, activities, and discussions presented in the course materials provide opportunities to apply abstract theories and concepts to real-world information policy challenges. Each week you will be asked to reflect on the course materials for that week in online discussion boards. I will provide discussion questions based on the readings and activities for the week. You are encouraged to draw on personal experiences and external literature and resources to support your commentary.

Each week, you must post an original post responding to one or more discussion questions (about 150-200 words) by Sunday night (11:59pm). You may post multiple responses, but at least one of your posts needs to be a minimum of 150 words (the others can be shorter if you wish). Draw on the course readings, outside resources, and personal experiences to frame your arguments/comments. Cite references accordingly: e.g. "Quote" (Nissenbaum, 2010, p. 57) and

add a brief citation list to the end of your post following APA citation style (as explained here: <http://www2.liu.edu/cwis/cwp/library/workshop/citapa.htm>). During the course of the semester, you should demonstrate that you have participated in both the suggested activities and the readings.

Each week, you must also post at least one substantive reply to other students' posts and comments by Sunday night (11:59pm) (about 75-150 words for each response). Please be respectful and professional when you reply to each other.

Your Discussion Board participation will be graded based on the insightfulness of your original post(s), your careful consideration and response to other students' posts, the timeliness of your posts, and your ability to draw on the readings and external resources to justify and support your claims.

It is strongly recommended that you draft your posts in a word or text document before you post it in order to check for spelling errors and ensure you have met the word count requirement.

Discussion posts in each cluster will be evaluated weekly using the following rubric:

Response

Evaluation

Posts are insightful about reading material: 2.5 pts

Posts back conclusions with evidence: 1 pts

Posts introduce own ideas: 1 pts

Posts respond thoughtfully and with substance to others: 1 pts

Presentation

Posts uses correct grammar, punctuation, and citation style: 1 pts

Posts are written in clear, concise sentences: 1 pts

Total: 7.5 pts

Course Activities

Participation in Discussion Board (weekly)	7.5 pts (total 105 pts)
Quiz (3)	20 pts (total 60 pts)
Podcast	25 pts
Meme	20 pts
Hashtag	20 pts
Making it Viral	20 pts
Video Remix	35 pts
Emoji application	25 pts
Online Community Analysis	25 pts
VR Meeting	20 pts
Total	355 pts

Course Grading

90 – 100% = A

80 – 89% = B

70 – 79% = C

60 – 69% = D

Below 60% = E

Submission of Assignments

Assignments are to be submitted online on Canvas. If you submit a piece of coursework after the deadline but within 24 hours of the deadline, your grade will be reduced by 25 percent. Assignments submitted more than 24 hours after the deadline, but less than 48 hours will be marked down by 50 percent. Assignments will not be accepted after 48 hours of the deadline.

COURSEWORK MUST BE SUBMITTED THROUGH CANVAS

Discussing Grades

Students who have grade or exam concerns must approach the professor during office hours, or through appointment. Once grades are posted online, you may visit the professor during office hours or by appointment to review your work. Please contact the professor if you do not find grades posted. Students who wish to discuss grades or scores earned have one week from the date grades are posted to do so. Grades will not be addressed after this time period has expired. Students need to contact the professor for an appointment to discuss the issue. Students must bring a written explanation of their dispute with them to this appointment. If the matter is still unresolved, students need to contact the director of School of Information Science. Students that do not fulfill these requirements will not be addressed and the original grades will be final.

Attendance Policy

This class is a community whose success depends on everyone's participation. It is vital, particularly for an online class, for you to participate in order to be successful. In the event that you are unable to submit an assignment due to an emergency, you will be asked to provide official written documentation for excused absences the next time you are in class in order for your absence to be excused. Students have 48-hours to notify the professor of an emergency. Extensions will not be given beyond this deadline. For any emergency situation that arises, email your instructor as soon as you know about the situation when possible. Students have one week to complete a missed assignment due to an excused absence upon their return without penalty.

If you know ahead of time that you will be absent from class with an excused absence, please discuss this with your instructor and turn in any assignments ahead of time. Excuses for university-sponsored activities must be made prior to such absences.

Excused Absences

Students need to notify the professor of absences prior to class when possible. Senate Rules 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

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. Two weeks prior to the absence is reasonable, but should not be given any later. Information regarding major religious holidays may be obtained through the Ombud (859)-257-3737,

http://www.uky.edu/Ombud/ForStudents_ExcusedAbsences.php.

Students are strongly encouraged to withdraw from the class if more than 20% of the scheduled classes for the semester are missed per university policy. Please reference the definition of excused absences in the current edition of Student Rights and Responsibilities or on the web at http://www.uky.edu/Faculty/Senate/rules_regulations/Rules%20Versions/MASTER%20RULES%20from%20February%202012_clean.pdf

Verification of Absences

Students may be asked to verify their absences in order for them to be considered excused. *Senate Rule 5.2.4.2* states that faculty have the right to request “appropriate verification” when students claim an excused absence because of illness, or death in the family. Appropriate notification of absences due to University-related trips is required prior to the absence when feasible and in no case more than one week after the absence.

Federal Regulation Regarding Disbursement of Federal Financial Aid Funds (Title IV) Policy for Confirming Student Enrollment and Engagement in Courses

Federal regulation mandates that federal financial aid funds (Title IV) may only be disbursed to students who are actually enrolled and engaged in coursework. This regulation mandates that institutions provide evidence of engagement early in each semester. Failure to provide evidence includes sizeable fees and fines. To comply with this mandate, all instructors of undergraduate and graduate courses (including lab sections, online courses, internships, independent studies, and research credits) in the School of Information Science will be required to confirm student attendance or engagement in classes during the two-week period following the last day to add a class for the semester.

Student Responsibility

In order to meet federal regulations, instructors will monitor student participation in their classes through attendance or assignments. *Students who miss class periods or assignments during the first three 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.

More Information

For additional information on how academic participation effects federal aid eligibility, please see the [Reasonable Academic Progress](#) section at the UK Financial Aid website.

Academic Integrity

Per University policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the University may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Senate Rules 6.3.1 (see <http://www.uky.edu/Faculty/Senate/> for the current set of *Senate Rules*) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording, or content from another source without appropriate acknowledgment of the fact, the students are guilty of plagiarism.

Plagiarism includes reproducing someone else's work (including, but not limited to a published article, a book, a website, computer code, or a paper from a friend) without clear attribution. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work, which a student submits as his/her own, whoever that other person may be. Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone.

When a student's assignment involves research in outside sources or information, the student must carefully acknowledge exactly what, where and how he/she has employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content, and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas, which are so generally and freely circulated as to be a part of the public domain.

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

Accommodations due to disability

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (DRC). The DRC coordinates campus disability services available to students with

disabilities. It is located on the corner of Rose Street and Huguelet Drive in the Multidisciplinary Science Building, Suite 407. You can reach them via phone at (859) 257-2754 and via email at drc@uky.edu. Their web address is

<http://www.uky.edu/StudentAffairs/DisabilityResourceCenter/>.

Policies concerning academic integrity, excused absences and academic accommodations due to disability are available online at:

<https://ci.uky.edu/sis/sites/default/files/policies.pdf>

Degree Progress Reviews

Upper-division students with 60 or more earned hours who have not already received a degree progress review from Suanne Early, Director of Student Affairs, are encouraged to schedule an appointment for Fall 2016. Appointments will be available beginning August 31, 2016. To schedule the appointment: 1) Start on the myInfo tab in myUK; 2) Click on the myAppointments link on the left side; 3) Choose Advising Department (College of Communication); 4) Choose Appointment Category (Degree Progress Review); 5) View the calendar and select an appointment time (options in BLUE). An email confirmation of your appointment will be sent to your UK email account. Failure to complete a degree progress review could result in delayed graduation.

Degree Applications

Students with 85 or more completed credit hours who intend to graduate in 2017 must apply for their degree using the myRecords tab in myUK. Click on the "Apply for Degree" link on the left side. Degree application deadlines are November 30 for a May degree, February 28 for an August degree, and June 30 for a December degree.

TECHNOLOGY INFORMATION & RESOURCES

Distance Learning Students are expected to have a minimum level of technological acumen and the availability of technological resources. Students must have regular access a computer with a reliable Internet connection and audio capabilities. Internet Explorer 7 (IE) or Firefox 2.x are the recommended browsers for those using a Windows-based PC. Those using Firefox 3.x may encounter problems with assignment uploads. Those using an Apple computer with MAC OS X (10.5.x) may use Firefox 3.x or Safari 3.x.

Please be certain that your computer and/or browser allow you to view Adobe Reader documents (.pdf). Microsoft Office and other software products are free for students: <http://download.uky.edu/>.

As your instructor, I am your first go-to person for technology problems. If you need more immediate assistance, please contact UKIT.

Presentation U!

You will deliver several in-class presentations this semester. [Presentation U!](#) Offers all kinds of tutoring, including help developing multimedia oral presentations. You can find them in a few

places across campus, as well as online, and can make a coaching appointment through their website.

Writing Center

The [UK Writing Center](#) offers free one-on-one assistance on all of your writing projects for all of your classes. The Writing Center is full of wonderful people.

They are located in the HUB of the W.T. Young Library (B108B) and are open from 9:00am to 9:00pm, Monday through Thursday, and 9:00am to 3:00pm on Friday.

Information Technology Customer Service Center (UKIT)

<http://www.uky.edu/UKIT/>; 859-218-4357

Library Services & Distance Learning Services

<http://www.uky.edu/Libraries/DLLS>

- Carla Cantagallo, DL Librarian
- Local phone number: (859) 257-0500, ext. 2171; long-distance phone #: (800) 828-0439 (option #6)
- Email: dllservice@email.uky.edu
- DL Interlibrary Loan Service:
http://www.uky.edu/Libraries/libpage.php?web_id=253&lib_id=16

For more resources about online classes and student resources, visit <http://www.uky.edu/ukonline/>

The School of Information Science has a page with a comprehensive list of technology resources here: <http://ci.uky.edu/sis/students/techtips>

Military Members and Veterans

We recognize the complexities of being a member of the military community and also a student. If you are a member of the military or a military veteran or dependent, please inform your instructor if you need special accommodations. Drill schedules, calls to active duty, mandatory training exercises, complications with GI Bill disbursement, and other unforeseen military and veteran related developments can complicate your academic life. If you are aware of a complication, we will work with you and put you in contact with university staff members who are trained to assist you. Please contact the Coordinator of the University of Kentucky Veterans Resource Center at (859) 257-1148 for additional assistance. Visit <http://www.uky.edu/veterans> for more available resources.

Email Etiquette

Please give your professor up to 24 hours to reply to your emails, and she/he will do the same for you. Please put the course number in the Subject line in brackets ([ICT 325]) and remember to sign you email with your name. I expect the language and structure of your emails to be professional. This includes punctuation, salutations/signature, etc. Please read the article “How to Email Your Professor” available on Canvas.

Classroom Behavior

Policies To help facilitate a positive and productive learning atmosphere for everyone in class, I encourage you to participate in classroom discussions. There may be situations in the class where you disagree about the kinds of policies that should exist. Constructive discussion about the merits of different approaches is an important part of the policy making process. Remember, however, to ensure you are respectful of your peers at all times as you contribute.

Course Schedule

Date	Date	Topic	Activity
Week 1	Week 1	Introduction to class and Syllabus	
Week 2	Week 2	Ethics, Freedom of Speech, and New Media	
Week 3	Week 3	Podcasts	
Week 4	Week 4	Memes	Meme
Week 5	Week 5	Cats of the Internet	Quiz 1
Week 6	Week 6	Hashtags	Hashtag
Week 7	Week 7	Going Viral	Making it Viral
Week 8	Week 8	Trolling	
Week 9	Week 9	The Dark Web	
Week 10	Week 10	Remix	Quiz 2
Week 11	Week 11	Influencers	Video Remix
Week 12	Week 12	Video Game Streamers Game / Flow	
Week 13	Week 13	Emojis	Emoji Application
Week 14	Week 15	Online Communities	Quiz 3

Week 15	Week 16	VR	VR Meeting Online Community Analysis
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**** SYLLABUS IS SUBJECT TO CHANGE. I WILL NOTIFY YOU OF ANY CHANGES IN WRITING ****

Tentative and Subject to Changes