LOYOLA
UNIVERSITY CHICAGO

Preparing people to lead extraordinary lives

Gabrielle (Abby) Annala | MBA, MLIS
Gannala@luc.edu | 312-915-6948
Office: CLC 620 (inside Lewis Library)
Office Hours: By Appointment Only – Online Appointments Available

Course Description: Students will learn about the design and usability of websites from several perspectives: how they look, how they work, and how they are made. Students must be enrolled in the graduate program for MC in Digital Storytelling.

Course Outcomes: Students will how stories are told through new media, understand how to analyze and critique them and create digital artifacts that demonstrate their role as effective and ethical producers and users of new media.

Course Design: The course will utilize lectures, guest speakers, readings, projects, and discussions. While graduate-level study is self-driven, the variety and combination of course components are devised to motivate students to engage in active learning. Students are expected to come to class prepared to participate in discussions. An important aspect of this course is the inquiry-based learning model and group work. Every person in this class has something to teach you – you are expected to participate fully in all group work and in-class activities.

Required Text: No textbook is required for this course. Many readings will be assigned. All readings will be made available on Sakai, or on reserve at the Lewis Library. You may purchase any copies of texts you would not like to read at the library.

Grade Components:

Category	Percent Value	Total Points	Comments
Portfolio	25%	100 points	Your portfolio is meant to be used throughout your degree at Loyola and should showcase your skills, knowledge and curricular achievements. In this class, we will build the foundations of a portfolio that you can add to throughout your program. More information on this assignment can be found on Sakai.
Participation	20%	Scale of 5 each week	This class heavily relies on class participation. Each class is worth a total of 5 participation points. • 1 point: attending class

			• 1 point: contributing meaningfully to the discussion • 1 point: completing all in-class activities or group work • 2 points: completing all assignments each week At the end of the semester - you will receive an average grade based on your participation.
Technology Quiz	10%	15 points	There will be one quiz in this class designed to check your understanding of fundamental web design and technology vocabulary.
Analyzing Audiences	10%	50 points	To match the storytelling and technology components of this course – we'll be practicing investigating audiences and how to go after new markets. More information can be found on Sakai.
Nielsen Log	10%	20 points	This will be our first assignment in class. It's a warm up exercise to help you conceptualize the concept of digital media, audiences, and platforms. More information can be found on Sakai.
Final Project – Digital Story & Presentation	25%	100 points	You will be asked to produce/create a story using digital media technologies covered throughout the course. The presentations and papers will be due during week 15, but some presentations will take place during week 16. More information can be found on Sakai.

Course Policies

Attendance – Regular and **on time** attendance is essential for the educational process to work. Loyola University Chicago expects all students to attend every scheduled class on time. Exceptions may be made for University sponsored or work-related activities, illness, or valid emergency situations. <u>Any unexcused late arrivals and absences will result in a lower participation grade</u>. Full participation points will not be awarded simply because you showed up – you are expected to come prepared, participate, and stay through the entire length of class.

Meeting Deadlines – Deadlines for all projects are firm. Any work turned in after the deadline will receive a one letter grade reduction for each week it is late, even if by one day.

Special Needs – Any student that needs special accommodation during exams or class periods should provide documentation from the Student Accessibility Center confidentially to the instructor. This must be completed the first week of class. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and

processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates. https://www.luc.edu/sac/

Wellness Center – Students are urged to contact the Wellness Center for any physical or mental health issues. Visit http://www.luc.edu/wellness/ if you have issues or concerns about you or someone you know.

Spelling & Grammar – All assignments must be typed (unless otherwise directed) and free of spelling and grammatical errors. Allow time for proofreading, editing, and revision. As a student in communication, you have a responsibility to pay close attention to details and if your work contains blatant errors, expect a grade deduction.

Plagiarism and Academic Integrity – Any use in whole or in part of another person's work or ideas constitutes plagiarism and will result in an automatic failure in this course. Details of the SOC policy on this issue will be given to students and they are expected to understand and follow the policy. Students should always ask questions if they are not sure about the policy rather than risking a failing grade. The policy can be found at: http://www.luc.edu/soc/Policy.shtml. Remember, integrity is one of the most important traits for success. You control your own honor and integrity.

Performance Evaluation and Grading

In addition to project specifics, evaluation of assignments will use this rubric to ensure clear/consistent grading.

Grade	Description
A range	Excellent analysis that critically examines topic; digs deep beneath the surface. Creative and innovative approach to the problem/question being considered. Outstanding content, clarity of writing and organization of research material. Sophisticated, appropriate use of language. Thorough research and documentation of ideas, arguments, and comments. Free of mistakes: no typos; no misspellings; no punctuation or grammatical glitches; no errors of fact. All the necessary details, documentation, quotes, citations, and specifics are there.
B range	Very good attempt to link analysis to class themes, but more connections could be made. Very good to excellent; above average work and research. Some improvement needed in content, clarity, organization, or documentation. Occasional typos or other glitches say more about the lack of close proofreading than failure to master the mechanics of spelling, punctuation, and grammar. More details, quotes, citations, or examples needed. Errors of fact (incorrect spelling of a title, reference name, source, or date, etc.) show inattention to detail/accuracy although content is above average.
C range	Average analysis that lacks clear connections to class themes. Average, acceptable writing and research that meets basic expectations. Needs much work on content, clarity, organization, and documentation. Although basic facts most likely are there,

	lacks elaborating and supporting documentation or quotes. Errors indicate need for improvement in grammar, punctuation, spelling, and word usage: material was not proofread carefully. Errors of fact (incorrect spelling of a title, reference name, wrong source, date or page number, etc.) show inattention to detail and accuracy.
D range	Weak, unfocused work. Organization is below average, with numerous grammar, punctuation, and spelling errors. Documentation and details are scanty or superfluous, with errors of fact. Paper may reflect a lack of understanding of the assignment or a lack of research effort.

Grading Scale

(The grading policy is subject to change but it will be based on these guidelines.)

100-93% = A	87-83% = B	77-73% = C	67-63% = D
92-90% = A-	82-80% = B-	72-70% = C-	62-60% = D-
89-88% = B+	79-78% = C+	69-68% = D+	59% $\geq$ = F

Week 1

Monday August 26 - Introduction to Digital Media
Introduction to Digital Media
Professional Presence & Identity Mapping
Assignment Introduction: Online Portfolios - will be graded as your midterm.

Week 2

September 2 – Labor Day
No Class

Week 3

September 9 – The Digital World: Who, What, Where, When, Why & How?
Readings due this week: *Digital Society* chapters 1 & 2
Be prepared to discuss – *"What is the digital world?"*
How Google Works

Assignment for next class: Nielsen Log; prepare to discuss *"Who lives in the digital world?"*

Week 4

September 16 – Online Behaviors, Digital Consumers, and Media

Assignment due today: Nielsen Log

Readings due this week: Case Study on Audience Attention & the Mintel Report on Digital Consumers
Be prepared to discuss *"Who lives in the digital world?"*

- Who are digital consumers?
- How has technology changed society?
- How has technology changed the way we consume media?
- Introduction to Gartner

Week 5

September 23 - Introduction to Web Concepts

Readings due this week:
The Things that Make Us Smart Chapter 7
Digital Media Handbook Chapter 15

Topics covered:

- Web 2.0
- Metadata
- Taxonomy & Hierarchies
- Algorithms
- SEO
- User Behavior obstacle

Week 6

September 30 – Social Media

Quiz: Technology Vocabulary
Readings due for this week:
Read the *Quartz Media Timeline on the Cambridge Analytica Scandal* – as well as a minimum of 3 of the linked articles from the timeline.
https://qz.com/1240039/the-cambridge-analytica-scandal-is-confusing-this-timeline-will-help/

Topics covered:

- History & Future
- Policy
- Cases (Cambridge Analytica, Others)
- Metadata & Social Media
- Licensing Agreements & Ethics

Week 7

FALL BREAK – October 7th

Week 8

October 14 –AI – ML: What Are They and How Will They Impact Digital Media?
Readings due today: TBD!
Guest Speaker: Davinder Kohli

Getting to know Artificial Intelligence and Machine Learning
What is it, and how does it work?
How will this shape the landscape of digital media?

Week 9

October 21 -Digital Media & Storytelling: Preparing Content for Different Audiences & Introduction to Media Planning
Readings Due Today:
Digital Media Handbook Chapter 10
Advertising and Promotion: An integrated Marketing Communications Perspective Chapter 10

Topics Covered:

- How do we research our audience?
- How do we know what their values are?
- What is the most effective means of communication?
- What cultural, societal, or technological trends will impact content production?

Assignment: Break down the different customers of a product. Choose 2 brands to investigate – make a digital action plan to reach the consumers you're missing for the brand of your choice.

Week 10

October 28 – Infographics Pt. 1
Portfolios Due
Readings Due Today:
Infographics: The power of Visual Storytelling Chapters 1-3
https://loyola-primo.hosted.exlibrisgroup.com/primo-explore/fulldisplay?docid=01LUC_ALMA51172352500002506&context=L&vid=01LUC&search_scope=Library_Collections&tab=default_tab&lang=en_US

Topics Covered:

- What is data?
- Selecting an appropriate infographic style
- Transforming data into narrative
- Visual communication
- Tools for creating infographics

Week 11

November 4 – Infographics Pt. 2
Assignment Due – Analyzing Audiences
Online class for Infographics pt. 2.

Week 12

November 11 - GIS & Mapping
Readings due today:
GIS Basics Chapters 1 & 2:
https://loyola-primo.hosted.exlibrisgroup.com/primo-explore/fulldisplay?docid=01LUC_ALMA51172352500002506&context=L&vid=01LUC&search_scope=Library_Collections&tab=default_tab&lang=en_US

Topics Covered:

- What is GIS?
- How can GIS be applied in storytelling?
- Tools for GIS & Getting Started

Week 13

November 18 – AR – VR: What Are They and How Will They Impact Digital Media?
Readings due today: TBD!
Guest Speaker: Jamason Chen

Getting to know AR & VR
What do users experience?
How will this shape the landscape of digital media?

Week 14

November 25 – Lab Day
Work on your final projects and integrating them into your portfolios. Office hours available via Zoom or in person by request! Just email Abby to reserve a timeslot.

Week 15

December 2 - Final Project Presentations/Design Charette

Week 16

December 9 - Final Projects Due: Submit to Sakai, no class presence necessary