REVISED COURSE PROPOSAL

Prefix, Number and Name of Course:
COM 336 Web & Social Media Production

Credit Hours: 3
In-Class Instructional Hours: 2   Labs: 2   Field Work: 0

Catalog Description:
Prerequisite. COM 215

Theory and practice of Web-based communication and social media; focus on strategy and design as well as writing for Web and social media

Reasons for Revision:
(Fall 2010) This course was formerly called Communication and Web Publishing. This revision is part of a general program review, through which Communication seeks to update its courses in light of evolving departmental needs and expanding scholarship and changing practice in the field.

<table>
<thead>
<tr>
<th>Student Learning Outcomes: On completion of this course, students will be able to:</th>
<th>Course Content References:</th>
<th>Assessment:</th>
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<tbody>
<tr>
<td>1. Analyze and evaluate the role of Web-based communication and social media within an organization’s overall communication program</td>
<td>I, III, VI, VII, VIII</td>
<td>1. Exams, class participation, blog entries, presentations</td>
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<tr>
<td>2. Critically analyze Web and social media sites in terms of organizational strategy, user-friendliness, attractiveness, and organization</td>
<td>II, III</td>
<td>2. Exams, papers, class participation, blog entries, presentations</td>
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<td>3. Demonstrate functional familiarity with Web- and social media-related software</td>
<td>II, IX</td>
<td>3. Applied projects, presentations, in-class projects</td>
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<tr>
<td>4. Prepare effective documents, graphics and video for Web and social media use</td>
<td>IV, V, IX, X</td>
<td>4. Exams, presentations</td>
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<tr>
<td>5. Design, prepare and analyze Web and social media sites that are strategic, user-friendly, attractive and well organized</td>
<td>II, III, IV, IX, X</td>
<td>5. Applied projects, presentations, class participation</td>
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Course Content:

I. Internet and Social Media
   A. History
   B. Technology
   C. Economic issues
   D. Administrative issues
II. Elements of Internet Communication
    A. Strategic value
    B. Legibility
    C. User-friendliness and navigability
    D. Interactivity
    E. Design attractiveness
    F. Organization
III. Social Context
     A. Legal issues
     B. Ethical issues
     C. Accuracy of information
     D. Analysis of quality
IV. Writing
    A. Clarity
    B. Brevity
    C. Abbreviation of information
V. Preparation and Integration of Media
   A. Video
   B. Audio
   C. Images
VI. Elements of Social Media and Web 2.0
    A. Blogs
    B. RSS
    C. Wikis
    D. Social networks
    E. Sharing sites
    F. Messaging programs
    G. Podcasting
    H. Online gaming
    I. Mobile communication
    J. Virtual environments
VII. Applications for Internet Communication
     A. Newspapers and print media
     B. Television and video media
     C. Radio and audio media
     D. Public relations and organizational communication
     E. Advertising and promotional communication
VIII. Applications for Social Media
      A. Political support
B. Fundraising
C. Business and marketing

IX. Social Media and Web Design Software
   A. HTML Coding
   B. WYSIWYG Web Design Software
   C. Web Animation Software
   D. Wiki Software
   E. Video Editing Software
   F. Photo Manipulation Software

X. Image and Sound Gathering
   A. Composition
   B. Codecs and Compression
   C. Video Camera Use
   D. Audio Recording
   E. Digital Camera Use

Resources:


**Periodicals:**
- E-Learning
- Engineering and Technology
- Journal of Computer Mediated Communication
- Social Science Computer Review
- American Journalism Review

**Online**

AIGA: The Professional Organization for Design
http://www.aiga.org/

Audio and Video Podcasts from Washington Post.com

How Blogs and Wikis Fit Together

Cloud Computing

E-learning Guild
http://www.elearningguild.com/

Internet Safety 101.org
http://www.internetsafety101.org

Mashable: News in Social and Digital Media
http://www.mashable.com

Mobile Communication and Society: MIT Press

The Mobile Communication Society

Social Networking Watch
http://www.socialnetworkingwatch.com

Technorati: Top 100 Blogs
http://www.technorati.com/blogs/top100

Web 2.0 How to Design Style Design
http://www.webdesignfromscratch.com/web-design/web-2-0-design-style-guide

Web 2.0 Summit 2010
http://www.web2summit.com/