Instructor and Class Details
Professor Elizabeth Lawley
Office: GOL-2545
Email: ell@mail.rit.edu
Office hours: Tuesday 1-2pm, Wednesday 2-5pm

Course Text and Materials
There is no required textbook for the course, but there will be an assortment of handouts and online readings that you will receive over the course of the semester. They will be uploaded to (or linked from) the Content section in myCourses.

Important RIT Deadlines
Last day of add/drop is 31 August 2015.
Last day to withdraw with a grade of “W” is 13 November 2015.

Course Description
This course provides an overview of media in historical, current and future contexts. Incorporating lectures and discussion with hands on work involving written and interactive media assets, students examine the role of written and visual media from theoretical as well as practical perspectives. The course also provides an introduction to interactive media development techniques, including digital media components and delivery environments. Students will be required to write formal analysis and critique papers along with digital modes of writing including collaborative editing and effective presentation design.

Assignments
These are brief descriptions of each of the assignments. For each assignment you will receive a more detailed assignment sheet with specific requirements.

Exercises & Homework (20% of final grade)
Every Thursday there will be an in-class exercise, which will be due by the end of the class time. I will also occasionally assign homework in addition to the exercise. Exercises and homework will be always be uploaded to myCourses, with information on their required submission date and time.

Research Paper (20% of final grade)
For this paper, you will select a person, event, or technology related to the Internet or media—ideally, one that is important to you. You will write a 5-7 page paper on this topic, and will need to cite a variety of sources—so be sure to select a topic on which you can find sufficient resources.
Web Site (20% of final grade)
You will create a website to present key information you learned while researching your paper topic. More details on this assignment will be provided later in the semester.

Presentation (20% of final grade)
You will prepare a slide presentation with 20 slides, each of which auto-advances after 15 seconds. Each of the twenty slides should be used to present something that you learned in this class. You will have the option to either present this live during a special evening session (with free pizza!), or to submit it as a file with an accompanying audio narration.

Quizzes (10% of final grade)
I will give at least one quiz each week, with content drawn from that week’s readings. You are allowed to bring a sheet of (handwritten) notes with you to class to use while taking the quiz. The quizzes will also serve as an attendance-taking mechanism. There are 16 weeks of lecture, but at the end of the semester I will drop your lowest six quiz grades, so only the top ten quizzes will count.

Group Notes (10% of final grade)
You will be assigned to a group for collaborative note-taking during the semester, using RIT’s Google Docs. You are expected to actively participate in creating and/or editing the notes. Your group will receive a grade for the quality of the notes, but if you did not participate in a substantive way you will receive no credit.

Course Topics & Schedule
The schedule of topics, readings, and assignments can be found in the Content section of the myCourses. It is your responsibility to check myCourses to find the appropriate readings for each class—remember there will often be a quiz on those readings at the start of class!

Week 1: Communication and Attention
Week 2: Research and Writing
Week 3: Copyright, Access, and Ethics
Week 4: Internet, Web, and Social Media Technologies
Week 5: HTML and CSS
Week 6: UNIX, FTP, and HTML Basics
Week 7: Typography & CSS
Week 8 & 9: Graphic Design
Week 10: User Centered Design & Information Architecture
Week 11: Digital Image Basics
Week 12: Digital Image Applications
Week 13: Presentation Skills
Week 14: Animation Basics
Week 15: Digital Audio Basics
Week 16: Digital Video Basics
Additional Policies

Communication
Any updates to assignments and any emails that I need to send to individual students will be done through MyCourses. **What this means is that you should check your email and the MyCourses conference for this course periodically.** I check email frequently, and will try to always respond within 24 hours (the exception to this is when I’m traveling, which I’ll give you advance notice of). Please send mail using your RIT account, and include the course number (110) in your subject line—that will significantly improve my response time!

Late Policy
If you are having problems with an assignment or have an emergency that may make you late in submitting your work, **please contact me before the due date.** Late assignments that have not been cleared with me before the due date may not be accepted, or will include a grade penalty.

Missed Classes
If you miss a class, it is your responsibility to check with classmates for notes. I will not recap classes for you. Because your lowest quiz grades are automatically dropped, I will not give make-up quizzes if you miss one.

Office Hours
I will have a minimum of four office hours per week. This is an excellent time to come in with questions on the course material, homework, or in class work. I am always happy to help you understand the course material or assignments—or just to chat about whatever topic you’d like. Take advantage of this time, since few students bother to talk with their professors outside of class. If for some reason I’m called away during office hours, there will be a note on the door.

Mobile Phones
Turn the sound off on your phone, so that you don’t disturb the people around you with notification sounds.

Notices of Accommodation
If you have a “Notice of Accommodation”, I should have received a copy electronically. Please discuss this with me after class or during my office hours, so that I can make sure all of your accommodations are met.

Social Networks
I don’t initiate friend requests on Facebook, because I don’t want you to feel obligated to accept. I do generally accept friend requests from students. I have a private Twitter account, and don’t accept follower requests on it. I maintain a LinkedIn account, and am happy to connect with students there in order to help them find job-related connections. Links to my various social media accounts can be found on my website (lawley.rit.edu).

Policy on Incomplete Grades
Incomplete grades will be given only in the most exceptional circumstances, and then only by prior arrangement with me. Note that I only give incompletes in the event of: 1) military deployment or 2) documented and verifiable family or personal emergency. Being overcommitted, overwhelmed, and/or not having enough time to complete your coursework does not fall into either of those two categories. Please come see me if you’re having difficulty so we can find a solution together.
**Academic Dishonesty**
My policy on academic dishonesty is simple: If you get caught, you get an “F” as a grade for the course, a letter detailing the incident goes into your records folder, and you are immediately removed from the class. (If this is a second occurrence during your career at RIT, the penalties are harsher.)

Please review RIT policy on academic dishonesty: [http://www.rit.edu/~w-policy/sectionD/D8.html](http://www.rit.edu/~w-policy/sectionD/D8.html)

**Discrimination and Harassment**
RIT is committed to providing a safe learning environment, free of harassment and discrimination as articulated in our university policies located on our governance website. RIT’s policies require faculty to share information about incidents of gender based discrimination and harassment with RIT’s Title IX coordinator or deputy coordinators, regardless whether the incidents are stated to them in person or shared by students as part of their coursework.

If you have a concern related to gender-based discrimination and/or harassment and prefer to have a confidential discussion, assistance is available from one of RIT’s confidential resources on campus (listed below).

1. The Center for Women & Gender: Campus Center Room 1760 585-475-7464; CARES (available 24 hours/7 days a week) Call or text 585-295-3533.
2. RIT Student Health Center – August Health Center/1st floor 585-475-2255.
3. RIT Counseling Center - August Health Center /2nd floor – 2100 585-475-2261.
4. The Ombuds Office – Student Auxiliary Union/Room 1114 585-475-7200 or 585-475-2876.
6. NTID Counseling & Academic Advising Services – 2nd Floor Lynden B. Johnson 585-475-6468 (v), 585-286-4070 (vp)

**Finally...**
Any or all of the previous information is subject to change or modification during the semester. Any changes will result in a revised version of the syllabus being posted to myCourses, and announced in class.