

Last Updated: June 15, 2015



Class Location: Manchester, New Hampshire

COURSE SYLLABUS

COURSE NUMBER AND TITLE: DGME310 - Writing for Multimedia

ACADEMIC CREDITS AWARDED: 3 Semester Credit Hours  
COURSE PREREQUISITE(S): ENGL106

INSTRUCTOR NAME: Edward W. Brouder, Jr., M.I.S.M.  
INSTRUCTOR CONTACT INFO:

Phone#1: 603-668-0652  
Phone#2:  
E-mail: [ebrouder@mountwashington.edu](mailto:ebrouder@mountwashington.edu)

Availability/Office Hours: By appointment

Start Date: 6/30/15 End Date: 8/20/15  
INSTRUCTIONAL CONTACT HOURS: 40 40 Clock Hours are Provided  
Class Starts At: 5:30 p.m. Ends At: 8:00 p.m. on Tue/Thu

COURSE DESCRIPTION: Interactive multimedia involves engaging and dynamic presentations that interact with the user. The multimedia writer is required to understand and work with text-based content in combination with graphics, audio, video, still images, and animation. This course is designed to introduce students to the principles and techniques required to write and produce influential and compelling content for the world of multimedia and the web. The course focus is on familiarizing students with emerging technologies that enhance their skills as writers and content developers. Students will engage in interactive content creation using a variety of media.

**TEXTBOOKS AND MATERIALS:**

*The Associated Press Stylebook 2015 and Briefing on Media Law*, edited by David Minthorn et al, ©2015 The Associated Press ISBN 978-0-917360-61-9

Students are required to utilize the class website (<http://www.brouder.info>); username is *your last name in lower case*; password is *multimedia*. ISBN

A USB Flash Drive is highly recommended! ISBN

**COURSE OUTCOMES/LEARNING OBJECTIVES: Upon successful completion of the course, the student should be able to:**

Write useful and relevant content incorporating the needs of the organization and the audience.

Demonstrate the key concepts behind writing nonlinear, interactive stories.

Create succinct and clear copy along with integrating compelling images, motion graphics, and sound into the content.

This course will include the following teaching strategies:

Strategy	Description
Lecture	on textbook & additional reading assignments
Writing Assignments	lots of writing both in class and as homework
Reading Assignments	online articles and others may be assigned
Online Activities	students may be asked to find examples of classroom content
Exams/Quizzes	written Midterm & Final exams
Demonstrations	demos of websites & other multimedia
Application of Learning	cumulative knowledge from previous courses will be utilized

To successfully complete this course you must achieve a minimum grade of a : D

The average student will spend about 2 hours out of class for every hour spent in class doing homework and studying.

**Please note: In order to successfully complete your program you must maintain a minimum GPA of 2.0, and meet all Satisfactory Academic Progress requirements.**

**Instructions to the student:**

The listed assignments below are not to be completed unless your instructor tells you to do so. Your instructor will tell you which assignment to do and when it is due.

**Assignment #1:**

Go to a website that you frequently visit. Using the information from our classroom discussions, analyze the architecture of the site. Be sure to include the URL. What are the site's strengths and weaknesses? How would you improve the architecture of the site (including navigation and arrangement of content)? Write a two-page, double-spaced report.

**Assignment #2:**

Take a crack at writing an interactive multimedia narrative game on a subject of your choice. Specify the forms of communication and provide detailed descriptions of the main character(s). Address the elements of exposition, conflict, climax, resolution. Explain the POV, jeopardy and pace. Don't do a detailed word-for-word script, but do address the basic questions of Program Description and Background, Goals and Challenges.

**Assignment #3:**

Go to the Center for Digital Story Telling website (<http://storycenter.org/stories/>). Scroll through the Selected Playlists menu and find a video story that you think is well told. Write a two-page, double-spaced summary of the video and explain what the creators did right. Don't hesitate to suggest how the narrative could have been presented more effectively.

## COURSE GRADING

Assignment Categories	Weight	% or Points
Attendance & Participation		25%
Written assignments		25%
Midterm exam		25%
Final exam		25%
	<b>Total</b>	100%

**Note: This course requires out of class work to supplement in-class activities.**

## COURSE OUTLINE

Class/Date	In Class Activities\Topics Covered	Out of Class Assignments (If Applicable)
T 6/30/15	Welcome & Syllabus review; Introduction to AP StyleBook 2015	<b>Homework assignments will be posted on the home page of the class website.</b>
Th 7/2/15	Pt. 1/Interactive Media and the Writer	
T 7/7/15	AP Stylebook: Guide to Punctuation Pt. 1/Interactive Media and the Writer	
Th 7/9/15	AP Stylebook: Statement of News Values Pt. 1/Interactive Media and the Writer	
T 7/14/15	AP Stylebook: Briefing on Media Law Pt. 1/Interactive Media and the Writer	
Th 7/16/15	AP Stylebook: New Story Forms (p.376) Pt. 2/Writing Informational Media and Websites	
T 7/21/15	AP Stylebook: Social Media Guidelines Pt. 2/Writing Informational Media and Websites	
Th 7/23/15	AP Stylebook: Search for People & UGC (pp.385-389) Pt. 2/Writing Informational Media and Websites	
T 7/28/15	Pt. 2/Writing Informational Media and Websites	<b>Midterm Exam</b>
Th 7/30/15	Pt. 3/Writing Interactive Narrative	
T 8/4/15	Pt. 3/Writing Interactive Narrative	
Th 8/6/15	Pt. 3/Writing Interactive Narrative	
T 8/11/15	Pt. 3/Writing Interactive Narrative	
Th 8/13/15	Pt. 4/Interactive Writing Careers	
T 8/18/15	Pt. 4/Interactive Writing Careers	
Th 8/20/15	Pt. 4/Interactive Writing Careers	<b>Final Exam</b>

## **Academic Honesty Policy**

Mount Washington College considers academic honesty to be one of its highest values. Students are expected to be the sole authors of their work. Use of another person's work or ideas must be accompanied by specific citations and references. Though not a comprehensive or exhaustive list, the following are some examples of dishonesty or unethical and unprofessional behavior:

- Plagiarism: Using another person's words, ideas, or results without giving proper credit to that person; giving the impression that it is the student's own work
- Any form of cheating on examinations
- Altering academic or clinical records
- Falsifying information for any assignments
- Submitting an assignment(s) that was partially or wholly completed by another student
- Copying work or written text from a student, the Internet, or any document without giving due credit to the source of the information
- Submitting an assignment(s) for more than one class without enhancing and refining the assignment, and without first receiving instructor permission. In cases where previous assignments are allowed to be submitted for another class, it is the responsibility of the student to enhance the assignment with additional research and to also submit the original assignment for comparison purposes

In essence, plagiarism is the theft of someone else's ideas and work. Whether a student copies verbatim or simply rephrases the ideas of another without properly acknowledging the source, it is still plagiarism. In the preparation of work submitted to meet course requirements, whether a draft or a final version of a paper or project, students must take great care to distinguish their own ideas and language from information derived from other sources. Sources include published primary and secondary materials, electronic media, and information and opinions

course requirement are, like a paper, expected to be the original work of the student submitting it. Copying documentation from another student or from any other source without proper citation is a form of academic dishonesty, as is producing work substantially from the work of another. Students must assume that collaboration in the completion of written assignments is prohibited unless explicitly permitted by an instructor. Students must acknowledge any collaboration and its extent in all submitted coursework. Students are subject to disciplinary action if they submit as their own work a paper purchased from a term paper company or downloaded from the Internet.

Academic dishonesty is a serious offense and may result in the following sanctions:

- 1st offense: Failure of the assignment in which the action occurred
- 2nd offense: Failure of the class in which the action occurred
- 3rd offense: Expulsion or permanent dismissal from the College

## **Procedures for Academic Honesty Violations**

Mount Washington College takes a firm stance against all forms of plagiarism, and faculty are required to investigate any questionable submission from students. The College maintains a database of student plagiarism charges and students who plagiarize repeatedly will be subject to increasingly serious repercussions.

Upon receiving a questionable submission from a student, the instructor consults with the department chair to ascertain that the work has in fact violated the academic honesty policy. The department chair then completes the "Notice of Academic Honesty Violation" form and submits to the Office of Academic Affairs (OAA).

The OAA will then check the database to determine if the student has been previously sanctioned and issue a formal notification to the student.

### **Dispute of Academic Honesty Violations**

Should a student wish to dispute this charge, he/she must do so within 10 days of receipt of this letter. In general, the vast majority of charges are indisputable and consist of the blatant lifting of material from the Internet and the student passing it off as his/her own work. However, a student may choose to file a grievance report, in accordance with the General Student Complaint/Grievance Procedures outlined in the Mount Washington College Catalog.

### **Disability Services:**

In accordance with the Rehabilitation Act of 1973 (Section 504) and the 1990 Americans With Disabilities Act (ADA), Hesser College will provide reasonable and individualized reasonable accommodations for students who have provided proper documentation outlining their disabilities and have requested reasonable and appropriate accommodations. Since each student's disabilities may differ in degree and impact, reasonable accommodations will be made on an individual basis. Documentation to support the disability must be provided to the College at the time of the request. Information pertaining to a student's disability is voluntary and confidential. If this information is supplied, it will be used to identify reasonable and required accommodations to attempt to overcome the effect of conditions that limit the participation of qualified disabled students.

Requests for accommodations should be directed to Tina Underwood, Disability Coordinator in the Academic Skills Center at (603) 296-6394 or [tunderwood@mountwashington.edu](mailto:tunderwood@mountwashington.edu). Please see the Student Handbook for more information.

Per the Conduct section of the Mount Washington College Catalog:  
All electronic devices must be in the "off" position while in the classroom.  
Exceptions to this policy are made solely at the discretion of the instructor.

### **METHOD OF EVALUATING STUDENTS:**

Letter Grade	Numerical Equivalent	Quality Points	Letter Grade	Numerical Equivalent	Quality Points
A	93-100	4.0	C+	77-79.99	2.3
A-	90-92.99	3.7	C	73-76.99	2.0
B+	87-89.99	3.3	C-	70-72.99	1.7
B	83-86.99	3.0	D+	67-69.99	1.3
B-	80-82.99	2.7	D	60-66.99	1.0
			F	0-59.9	0.0

GRADING SCALE: See the College Catalog for the full grading system

ATTENDANCE POLICY: See the College Catalog for the full policy.

POLICY OF NON DISCRIMINATION: See the College Catalog for the full policy.

**MOUNT WASHINGTON COLLEGE COMMITMENT:**

The Mount Washington College Commitment conditional admittance period begins on the first day of the term and continues through the close of business on the 30th calendar day of the term. Students have the right to withdraw, upon written notice, at any time prior to the close of business on the 21st calendar day of the term owing nothing more than the non-refundable enrollment fee, as allowed by state law. Students who have submitted all required documentation in a timely manner that is necessary to secure the method of payment for their tuition cost and fees will be officially accepted into their program and will only then become eligible for Title IV federal financial aid and receive credit for their course(s). The institution will conditionally withdraw any student not meeting these criteria, and such a student will not owe any financial obligation to the institution except for the enrollment fee,

**DATE SYLLABUS WAS LAST REVIEWED, EDITED, OR UPDATED: 12/10/2014**