# DIG4154 Writing for Interactive Media

**Instructor**
Dr. Kyle Bohunicky

**Phone**
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**Email**
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**Office Location**
Online

**Office Hours**
Tuesdays 8 PM – 9 PM

**Course Number**
DIG4154

**Semester/Year**
Spring 2021

**Course Credits**
3 credits

**Course Location**
NRG0205

**Course Meeting Times**
M 7, W 7 - 8

**Course Description**
This course provides in-depth analysis and opportunity to hone writing and communication skills needed in the creation and development of interactive digital media. Students will investigate approaches for generating high-quality writing and the blend between development, planning, technical and creative writing through writing the documents to support a digital media project's development and production.

**Pre-Requisites**
Digital Arts and Sciences BA major of senior standing.

**Objectives: By the end of this course, students will be able to:**
- Practice various writing and communication strategies within professional contexts
- Experiment with various writing tools and platforms
- Analyze communication problems and present solutions
- Use non-traditional platforms in professional ways
- Create various forms of written media

**Required Materials** *(Please see class Discord server for purchase and access instructions)*
- *Essentials of Business Communication*, Guffey and Loewy
- *Style: The Basics of Clarity and Grace,* Williams and Bizup
- *Real Communication,* 4th Edition, O'Hair et al.

# Course Schedule

This schedule is only a guide and is subject to change. Unless otherwise indicated, assignments and readings are due the day they are listed on the syllabus, not the following day.

| Date | Class Discussion |
|------|------------------|
| Jan 11 | **Topic**<br>Course Introduction, Syllabus, and Assignments Review |
| Jan 13 | **Topic**<br>The Business of Communication on Social Platforms<br><br>**Assignment**<br>Read: Guffey Chapter 1 (provided as PDF)<br><br>https://news.avclub.com/the-story-behind-domino-s-we-re-sorry-for-sucking-cam-1798259162<br><br>https://www.bloomberg.com/features/2017-dominos-pizza-empire/ |
| Jan 18 | **Holiday, no class** |
| Jan 20 | **Topic**<br>An Introduction Live-Streaming: What is it and why does it matter?<br><br>**Assignment**<br>Read: Selections from Taylor Ch. 1 (provided as PDF)<br><br>Browse the following categories on Twitch:<br>https://www.twitch.tv/directory/game/Art<br><br>https://www.twitch.tv/directory/music<br><br>https://www.twitch.tv/directory/game/Food%20%26%20Drink<br><br>https://www.twitch.tv/directory/game/Beauty%20%26%20Body%20Art<br><br>https://www.twitch.tv/directory/game/Makers%20%26%20Crafting<br><br>https://www.twitch.tv/directory/game/Science%20%26%20Technology<br><br>Explore Alternatives:<br><br>Picarto.tv |

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| | Reddit.com/rpan |
| Jan 25 | **Topic**<br>Email guidelines; The Sushi Memo: Understanding Audience Needs<br><br>**Assignment**<br>Read: Guffey Chapter 5<br>https://en.wikipedia.org/wiki/Sushi_memo |
| Jan 27 | **Topic**<br>An Introduction Live-Streaming: How do I get started?<br><br>**Assignment**<br>Read: Selections from Taylor Ch. 1 (provided as PDF)<br>Review: https://streamelements.com/<br><br>https://streamlabs.com/<br><br>https://obsproject.com/<br><br>https://www.elgato.com/en/pipeline (Apologies for the free marketing)<br><br>**Due: Audience Analysis Report (Friday, Feb 5th)** |
| Feb 1 | **Topic**<br>Writing Basics: Effective sentence structure and action<br><br>**Assignment**<br>Read: Williams and Bizup Chapters 1 and 2 (provided as PDF)<br>**Due: Audience Analysis Report (Friday, Feb 5th)** |
| Feb 3 | **Topic**<br>An Introduction to Broadcasting Art: What am I broadcasting and to who?<br><br>**Assignment**<br>Watch: https://www.youtube.com/watch?v=KFdM1m7DKXI&ab_channel=ashnichrist<br><br>https://www.youtube.com/watch?v=HiAXzcs0wXg<br><br>**Due: Audience Analysis Report (Friday, Feb 5th)** |
| Feb 8 | **Topic**<br>Writing Basics: Finding the right subject for your sentences<br><br>**Assignment**<br>Read: Williams and Bizup Chapters 3 and 4 (provided as PDF) |
| Feb 10 | **Topic**<br>The Origins of Live-Streaming: Broadcasting and the Arts Pt. 1, the pre-internet age (Winky Dink, TV POW, concerts, What's Your Story?) |

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| | **Assignment** <br> Read: Selections from Taylor Ch. 2 (provided as PDF) |
| **Feb 15** | **Topic** <br> Social Channels: Building a Platform for Engagement <br><br> **Assignment** <br> Register with Hootsuite: https://hootsuite.com/pages/landing/student-program <br><br> Watch: https://www.youtube.com/watch?v=iW1PudR8nQ0 <br><br> Read: twitter.com/SupergiantGames <br><br> twitter.com/sonic_hedgehog <br><br> twitter.com/Wendys <br><br> twitter.com/tobyfox |
| **Feb 17** | **Topic** <br> Building a Schedule, Planning Streams, and Coordinating with Others <br><br> **Assignment** <br> Read: Selections from Taylor Ch. 2 (provided as PDF) |
| **Feb 22** | **Topic** <br> Understanding Organizational Strategies for Writing <br><br> **Assignment** <br> Read: Williams and Bizup Chapter 5 and 6 |
| **Feb 24** | **Topic** <br> The Origins of Live-Streaming: Broadcasting and the Arts Pt. 2, mainstream interactive broadcasts (Bob Ross, Captain Power, Blue's Clues, Dora the Explorer) <br><br><br> **Assignment** <br> Read: Selections from Taylor Ch. 2 (provided as PDF) <br> **Due: Social / Live-Stream Launch Plan Mar 5th** |
| **Mar 1** | **Topic** <br> Resume and Cover Letter — Purpose and Job Ads <br><br> **Assignment** <br> Read: Guffey Chapter 13 <br> Example Job Ads <br><br> **Due: Social / Live-Stream Launch Plan Mar 5th** |

| Mar 3 | **Topic**<br>The Origins of Live-Streaming: Broadcasting and the Arts Pt. 3, the intimate, weird, and personal (cam culture, ASMR, and vtubers)<br><br>**Assignment**<br>**Due: Social / Live-Stream Launch Plan Mar 5th** |
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| Mar 8 | **Topic**<br>Writing the Resume – Goals and Guidelines<br><br>**Assignment**<br>Read: Example Resumes |
| Mar 10 | **Topic**<br>Building a Discord Community to Support Your Art – Guidelines, Channels, and Communication Strategies<br><br>**Assignment**<br>Read: Example Discord |
| Mar 15 | **Topic**<br>Writing the Resume Pt. 2 – Putting Words on the Page<br><br>**Assignment**<br>Read: N/A |
| Mar 17 | **Topic**<br>Case Study Music: Skatune Network<br><br>**Assignment**<br>Read: Jeremy's Social Channels (https://www.skatunenetwork.com/) |
| Mar 22 | **Topic**<br>Writing the Cover Letter – Goals and Guidelines<br><br>**Assignment**<br>Read: Example Cover Letters |
| Mar 24 | **Topic**<br>Case Study Art / Animation: Jen Zee<br><br>**Assignment**<br>Read: Jen's Social Channels (https://twitter.com/0jenzee0) |
| Mar 29 | **Topic**<br>Writing the Cover Letter<br><br>**Assignment**<br>Read: N/A |
| Mar 31 | **Topic**<br>Case Study Fan Art / Animation: Kéké<br><br>**Assignment** |

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| | Read: Kéké's Social Channels (https://k-eke.tumblr.com/) |
| **Apr 5** | **Topic**<br>Cover Letter and Resume Review Day 1<br><br>**Assignment**<br>Bring in Cover Letters and Resumes for Review |
| **Apr 7** | **Topic**<br>Case Study Game Design: Maddy Thorson<br><br>**Assignment**<br>Read: Maddy's Social Channels (https://twitter.com/MaddyThorson) |
| **Apr 12** | **Topic**<br>Cover Letter and Resume Review Day 2<br><br>**Assignment**<br>Bring in Cover Letters and Resumes for Review |
| **Apr 14** | **Topic**<br>Case Study Game Design: Lucas Pope<br><br>**Assignment**<br>Read: Lucas' Social Channels (https://twitter.com/dukope) |
| **Apr 19** | **Topic**<br>Cover Letter and Resume Review Day 3<br><br>**Assignment**<br>Bring in Cover Letters and Resumes for Review |
| **Apr 21** | **Topic**<br>Course Wrap-up<br><br>**Final Due: April 29th** |

# Evaluation of Grades

| Assignment | Total Points | % of Grade |
|---|---|---|
| **Audience Profile** – A write-up of your primary audiences and what sort of communication strategies they best respond to | 150 | 15% |
| **Social Media and Content Stream Launch Plan** – An overview of how you plan to go live, what platforms you will go live on, and what content you have planned | 200 | 20% |
| **Three Test Posts and Content Streams** – A collection of three test posts and content streams that each try a different style based on your audience profile assignment | 200 | 20% |

| Assignment | Total Points | % of Grade |
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| **Active Social Channels and Content Stream** – The official launch of all your social media channels and content streams with consistent branding and tone | 300 | 30% |
| **Participation** – Daily contributions to class discussion | 150 | 15% |

## Grading Scale

| Letter Grade | % Equivalency | GPA Equivalency |
|---|---|---|
| A | 94 – 100% | 4.0 |
| A- | 90 – 93% | 3.67 |
| B+ | 87 – 89% | 3.33 |
| B | 84 – 86% | 3.00 |
| B- | 80 – 83% | 2.67 |
| C+ | 77 – 79% | 2.33 |
| C | 74 – 76% | 2.00 |
| C- | 70 – 73% | 1.67 |
| D+ | 67 – 69% | 1.33 |
| D | 64 – 66% | 1.00 |
| D- | 60 – 63% | .67 |
| E, I, NG, S-U, WF | 0 – 59% | 0.00 |

More information on grades and grading policies is here:
https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

### Materials and Supply Fees
Material and supply and equipment use fee information is available from the academic departments or from the schedule of courses (Florida Statutes 1009.24). The total course fee for this class is $0.00.

The total course fee for each course is listed on the UF Schedule of Courses. (https://registrar.ufl.edu/soc/).

# Course Polices

### Attendance Policy, Class Expectations, and Make-Up Policy
We value participation more than mere attendance. The instructor is responsible for communicating the specific details of what percentage of your grade (if any) will be assigned to participation, and how class participation will be measured and graded. Interaction with your peers and the instructor will empower you to greater achievement.

There is no formal attendance policy for this class; instead, students must abide by the participation policy and keep up with the course in whatever form best suits their needs. The specifics of this will be discussed (and recorded) on the first day of class.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/UGRD/academic- regulations/attendance-policies/

**Course Technology**
The students will be required to have access to and use a personal computer with the access to the Internet. Word editing software will be required for written assignments.

The University of Florida and Digital Worlds requires that students have access to and on-going use of a laptop/mobile computer for DIG courses in order to be able to function in the current learning environment. Digital Worlds requires each student's laptop computer to meet certain minimum specs for heavy graphics use, the requirements documented below must be met.

DW Technology Requirements

**Course Communications**
Students are **strongly** encouraged to use the class discord server to communicate with the course instructor. They may also communicate with the instructor regarding the course material through the course management system (CANVAS) using "Canvas Mail"

**Face-to-Face Instruction**
The University of Florida has mandated that we are required to have face-to-face instructional sessions to accomplish the student learning objectives of this course. In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.
- You are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.
- This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Follow your instructor's guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.
- If you are experiencing COVID-19 symptoms (Click here for guidance from the CDC on symptoms of coronavirus), please use the UF Health screening system and follow the instructions on whether you are able to attend class. Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms.
- Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. Find more information in the university attendance policies.

**Course Recordings**

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

# Course Technology Support

The [Technology Support Center](http://digitalworlds.ufl.edu/support) provides computer support for Digital Worlds students who access Zoom, lecture recordings, student equipment, facilities and other technology-based resources. http://digitalworlds.ufl.edu/support

For computer assistance related to Zoon, lecture recordings, student equipment, and facilities request please Submit a Help Ticket or email support@digitalworlds.ufl.edu.

For support related to account services, technical consulting, mobile device services, software services, administrative support, application support center, and learning support services, please contact the UF Computing Help Desk available 24 hours a day, 7 days a week at 352-392-4357 or helpdesk@ufl.edu.

# UF Policies

**University Honesty Policy**

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

**Class Demeanor**

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not

contribute to the discussion should be held at minimum, if at all.

**Students Requiring Accommodations**

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click here to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

**Netiquette Communication Courtesy**

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats, more information can be found at: http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

**Software Use**

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

**Student Privacy**

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see:
http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html

**Course Evaluation**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Click here for guidance on how to give feedback in a professional and respectful manner. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students here.

# Campus and Academic Resources

*U Matter, We Care*: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

*Counseling and Wellness Center*: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.

***Student Health Care Center***: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.

***University Police Department***: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).

***UF Health Shands Emergency Room / Trauma Center***: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

***E-learning technical support***: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

***Career Connections Center***: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

***Library Support***: Various ways to receive assistance with respect to using the libraries or finding resources.

***Teaching Center***: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

***Writing Studio***: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

***Student Complaints On-Campus***: Visit the Student Honor Code and Student Conduct Code webpage for more information.

***On-Line Students Complaints***: View the Distance Learning Student Complaint Process.

*Disclaimer: This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.*