

LitMUSE



Writing for Digital Media (Spring 2013)

Dec 4, 2012

Gerald Lucas

[Leave a comment](#)

Writing for Digital Media (Spring 2013)

Categories: NMAC

[#writdm](#) | 27223 NMAC 3108.01 Online TBA H/SS-124: Writing for Digital Media

This course will be taught online. Please be sure you are aware of [the implications](#) before attempting it.

Writing for Digital Media (WDM) teaches the writing skills necessary in the digital age, and is specifically designed for the New Media & Communications degree.

This course takes for its foundational premise that **digital media differs** from that of print in several key ways, and because of these differences, to use digital media successfully, writers must **develop specific skills** for its mastery. WDM is designed to introduce students to these skills, provide them **various projects** in which to develop them, and teach them to become **savvy producers and consumers** of new media.

[Orientation](#)[LitWiki](#)[#writdm](#)

Goals

In this course, you will use lectures, texts, and daily practice to improve your writing for the screen. You will read, write, and workshop (discuss each other's work in online environments for the purpose of improvement). Though this class teaches you how to gear your writing toward a digital audience and the basics of how to publish that writing on

the web, it is not a technology class; it is a writing class, though we will undoubtedly address technology throughout. That said, our primary concern is writing, not the tech.

Required Texts

The following text will be available in the MSC book store, but you may also order via the link below.

- Carroll, Brian. *Writing for Digital Media*. Routledge (2010). ([Available free](#) for now)
- Lynch, Patrick J. and Sarah Horton. *The Web Style Guide*.
- [Résumé Notes](#).

Course Policies

Students are held accountable for knowing and practicing each of the [course policies](#). Consider them like the law: the excuse “I didn’t know” will carry no weight. Since these policies are applicable to every course I teach, they are available [on a separate page](#).

As a Macon State College student and as a student in any of my classes, it is your responsibility to read, understand, and abide by the MSC Student Code of Conduct from the [MSC Student Handbook](#) (PDF).

Requirements

Participation (30%)

This requirement includes all work not included in additional requirements below. Basically, it will be your daily writing practice which will take place mostly in the form of Twitter discussions and potentially forum posts. One of the first

Focused Blog (40%)

For this assignment, students will construct a focused blog and develop it throughout the rest of the semester.

Contributions (10%)

Students will contribute posts to two published blogs: [Big Jelly](#) and the [Media, Culture & the Arts](#).

Class Wiki Project (20%)

As a class, students will construct a wiki on a topic of their choosing. This will include a formal proposal, group contributions, and individual entries.

At a Glance: Assignment Due Dates

Assignments are always due on **Fridays at noon**. Know that on Friday of each week, you should have something to submit for evaluation, even if it’s just participation on Twitter. Assignments not yet linked below are forthcoming.

All Assignments

- 01/11/13 — [WDMWk1: Start](#) due
- 01/18/13 — [WDMWk2: Foundations](#) due
- 01/25/13 — [WDMWk3: About Page](#) due
- 02/01/13 — [LinkedIn Résumé](#) due

- 02/08/13 — Focused Blog, first entry due. A minimum of ten entries due by the end of the term.
- 02/15/13 — Big Jelly Contribution due
- 02/22/13 — MCA Contribution due
- 03/01/13 — Begin work on Wiki
- 03/08/13 — Spring Break (no assignments due)
- 03/15/13 — Wiki Project Proposal due
- 03/22/13 — Big Jelly Contribution (round 2) due
- 03/28/13 — Wiki single entry due
- 04/04/13 — Wiki group entry due
- 04/11/13 — MCA Contribution (round 2) due
- 04/18/13 — Final focused blog due
- 04/25/13 — Final Wiki due

#writdm

Like

1

1

Tweet

2

Share

Tags: [NMAC 3108](#), [Spring 2013](#)

About Gerald Lucas

Dr. Gerald R. Lucas is an Associate Professor of English in the Department of Media, Culture & the Arts at Macon State College. He teaches courses in new media theory, web site design, and humanities. His research and teaching interests include epic poetry, science fiction, technoculture, and modernism. Dr. Lucas is currently offering Macon State's first and only iTunes U courses.

[View all posts by Gerald Lucas](#)

[Bibliography Assignment](#)[New Media \(Spring 2013\)](#)

0 comments



Discussion ▾

Community

My Disqus 19 |

Share ▾

No one has commented yet.

ALSO ON LITMUSE

Introductions (Spring 2013) 132 comments

Mission Rewrite 3 comments

CPWk2: Do Androids Dream 3 comments

NMWk2: The Genesis of New Media 3 comments

CPWk1 11 comments

Final Reminders 8 comments

RECOMMENDED FOR YOU

[What's this?](#)

LG's Scary Elevator Video and the Hype of Prank Marketing [VIDEO] Contently

Best Designs of the Year, 2013 Content Predictions, Social Media Sins Contently

Strength Training Learnist

Trader Joe's Fearless Content, Political Digital Spending, LinkedIn Tops for B2B Contently

The Writer's Desk: Fee-lance Writing - Live as a Writer Contently

Lincoln: The Great Emancipator? Learnist

Comment feed Subscribe via email

Search LitMUSE

Latest Popular Tags



Twitter v. Disqus

Jan 11, 2013



WDMWk3: About Page

Jan 11, 2013



Mission Rewrite

Jan 11, 2013



CPWk2: Do Androids Dream

Jan 10, 2013



NMWk2: The Genesis of New Media

Jan 9, 2013

Recent Discussions



Alex Knaub

How are Keith Richards and Norman Mailer alike? This is a great comparison. Both of them shook...

MailerWk1 · 11 hours ago



Alex Knaub

I am the first to discuss Mailer it seems. Mailer was a revolutionary of American Culture. I can...

MailerWk1 · 11 hours ago



Gerald R. Lucas

This

CPWk1 · 16 hours ago



Alexandria Hughes

Hello all! My name is Alexandria but I go by Alex. I have attended this school since the fall of...

Introductions (Spring 2013) · 18 hours ago



Nadine Epperson

You are the lady with all the answers, and the pretty face we see on our way into the office...

Introductions (Spring 2013) · 20 hours ago

Dr. Gerald R. Lucas

Associate Professor of English
Media, Culture, and the Arts
Middle Georgia State

Twitter: [@drglucas](#)
Skype: drglucas
Web: <http://grlucas.net/>

Contact

Phone

(478) 471-5761

Email

drglucas@gmail.com

V-Card

Download

Address

100 College Station Dr.
Macon, GA 31204

[Map »](#)

Office Hours

My office is in the Humanities / Social Sciences building on the Macon Campus, H/SS-117. Spring 2013 office hours: M 4-5:50p; TR 12:15-1p and 2:30-3:30p; by Appointment.

Additional information about my schedule may be found on my [calendar](#).

About LitMUSE



LitMUSE is the courseware web site of Dr. Gerald R. Lucas. This site contains course information, policies, and resources for the students of Dr. Lucas.

[Read More](#)

All content by Gerald R. Lucas | [Disclaimer and License](#) | [Terms of Use](#) | [Privacy Policy](#)



Course Policies

The following are *general policies* applicable for all the courses I teach, both traditional, in-class courses, and those taught online; obviously, some will not be applicable to on-line courses. Any additional policies or changes will be outlined under the specific course, so consult your specific syllabus for a more nuanced statement of policies.

As a Middle Georgia State student and as a student in any of my classes, it is your responsibility to read, understand, and abide by the Student Code of Conduct from the [Student Handbook \(PDF\)](#).

Assignments

Any assignment you submit for evaluation should be the best that you can make it: relatively free of errors, word-processed, and formatted according to MLA guidelines. Late work is unacceptable. Plan ahead and complete work early so any potential difficulties may be avoided. [[Read More. . .](#)]

Attendance

Attendance is mandatory and will be recorded daily. Class failure will be the result of too many absences. Student conduct should follow the college's guidelines and reflect behaviors that demonstrate their active participation as learners. Class time will be spent on lecture, discussion, and other activities that encourage active class participation for the students. Real learning requires engaging the class materials, and students will be partially evaluated on their participation. [[Read More. . .](#)]

Communication

These days, we have so many choices for communicating. However, some ways are better than others, and I encourage you to use those. [[Read More. . .](#)] Bring your smart phone, your tablet, or your laptop to class with you daily, and expect to use it as an integral part of the lesson. [[Read More. . .](#)]

Evaluation

Evaluation depends on overall student performance. While the particulars of evaluation might differ between classes, it will usually depend on the successful completion of **all** requirements. [[Read More. . .](#)]

Materials

Course readings are an integral part of the class and should be brought daily. When readings are assigned to be discussed in class, please bring a copy of the reading with your reading notes ready to participate in the discussion. [[Read More. . .](#)]

Online Courses

Online courses are not for the average student since they require a particular set of skills and dedication. [[Read More. . .](#)]

Plagiarism

Plagiarism is the theft of another's intellectual property and the attempt to pass it off as original. The punishment will be class failure and potentially result in more serious academic penalties. [[Read More. . .](#)]

Last updated: **December 17, 2012 @ 12:11pm**