

Course Syllabus — subject to change with notice

DIGM 4379 - Transmedia

SPRING, 2021

Professor	Karen Snyder, MFA
Professor's Email	kysnyder@uh.edu
Professor's Telephone	818-937-3326
Office Hours	ONLINE via Teams Monday 11AM - 1PM or by appointment
Teaching Assistant	Ms Miriam Donis (TA) madonis@cougarnet.uh.edu
Program Web Site	http://uh.edu/tech/digitalmedia/
Course Location	Synchronous Online Lecture: ONLINE (BLACKBOARD) Lab: ONLINE VIA MICROSOFT TEAMS
Important Days/Times	Mon 2-5PM (21167) (ONLINE) Wed 2-5PM (27536) (ONLINE) Live Lecture is the first 1/2 of each lab.
Prerequisite	DIGM 2351, 2353, and 3354
Required Textbooks	Phillips, A. (2012). A Creator's Guide to Transmedia Storytelling. McGraw-Hill. New York (ISBN: 978-0-07179152-6)
Prior Knowledge	This course assumes computer literacy and knowledge of Adobe Creative Suite programs.
Course Goals	Credit 3 hrs. The course guides media makers and marketers through the fundamentals of mastering an effective transmedia strategy and execution plan to create a vibrant transmedia marketing campaign across multiple media platforms, with new content and heavy audience participation. <ol style="list-style-type: none">1. Media convergence and its relationship to transmedia;2. Case studies in transmedia marketing;3. Creation of transmedia content;4. Distribution of transmedia content;5. Implementation of transmedia promotional strategies;6. Utilization of software for transmedia production;7. Contributing to ongoing discussions regarding media consolidation and tensions with consumer participants

IMPORTANT INFORMATION

As a student of the University of Houston, information available at http://www.uh.edu/provost/stu/stu_syllabsuppl/index.php will be critical to you in insuring that your academic pursuits meet with success and that you encounter the fewest financial and academic difficulties possible. Please take a few moments to review each of the areas, and become familiar with the resources detailed on the website with regard to: The UH Academic Honesty Policy; the UH Academic Calendar; Students with Disabilities; Religious Holy Day FAQs; Other Information.

COURSE CREDIT

This course is divided into lecture/lab and is governed by the University of Houston policy as well as policies of the accrediting bodies. Students should understand that each hour of class credit requires three hours per week: one hour in lecture and two hours personal study/homework. Thus, during a regular semester a three-hour course requires a minimum nine hours per week: three in class and six on your own. **Some weeks might require more hours.**

GRADES

10%	PEER EVALUATIONS
05%	LIVE LECTURE NOTES
10%	ONLINE LECTURE MATERIALS REPORT
10%	ONLINE IN-CLASS PARTICIPATION, ATTENDANCE/ PREPAREDNESS/PROFESSIONALISM
35%	LAB ASSIGNMENTS
30%	FINAL PROJECT & PRESENTATION

LETTER GRADES

A 94-100	A- 90-93		
B+ 89-87	B 86-84	B- 83-80	
C+ 79-78	C 77-76 (passed)	C- 75-74	
D+ 73-72	D 71-70	D- 69-68	
F: 67 and below			

- **No grades of Incomplete will be given.**
- **The instructor retains the right to subjectively evaluate an individual student's grade in appropriate cases.**
 - **The instructor retains the right to determine at a later date if plus and/or minus will be used to modify a letter grade.**

DROP DATE

April 6th: last day to drop a course or withdraw with a W (Withdrawn).

LECTURES/LEARNING MODULES

Online Learning Modules will be unlocked on Blackboard every **MONDAY**. Students should become familiar with a given lecture PRIOR to coming to the lab. The online lecture material will be crucial in completing your lab work effectively and effectively. **The Lecture Essay will quiz you on what you learned in the Blackboard lecture and course textbook.**

LECTURE MATERIALS ESSAY

EVERY WEEK you will be given a lecture essay to accomplish to test your understanding of the online content, videos and book chapters.

LIVE LECTURE NOTES

EVERY WEEK you will be writing up a brief overview of what you learned in Live Lecture that includes answers to:

- What was a key walk-away (learning point) that you learned in today's lecture?
- What action will you be taking based on what you have learned?
- What research will you conduct to learn more?

PEER EVALUATIONS

LIVE LECTURE occurs during the first 1/2 hour of lab time. For **EVERY ASSIGNMENT** you will be required to evaluate and score your fellow student's story efforts. The goal being to catch errors, present solutions and assist your fellow students in better numeral strategies.

PRESENTATIONS

There will be final presentations given which will have you showcasing your completed body of work.

LAB ASSIGNMENTS

Every **MONDAY**, the instructor will give students specific assignments to complete during the week. The instructor will demo the various tools and techniques first to help students with the assignment. The student has seven (7) days to complete the work. In every instance **Lab Assignments are DUE BEFORE LAB AT 2PM.**

PROJECT

Your final project is required to include a website, a video (minimum of 30 seconds), Social Media assets, a live-streaming event and a third media of your choice. **PROJECT ASSETS WILL BE DUE ONE WEEK FROM THE DATE ASSIGNED**, unless otherwise specified by the instructor. Detailed instructions are in the Project Assignment and dates are listed on the schedule. There are STIFF penalties for each project if a student fails to review the directions. Review and follow the instructions of every project carefully.

ONLINE PARTICIPATION

PARTICIPATION RUBRIC

EACH WEEK

- Filled out and contributed to all Lecture and Lab Polls
- With video on, spoke up and answered questions or provided observations as required by the instructor in Lab & Lecture
- Contributed quality thoughts (short written summary of a TEAM MEETING), observations (short written summary of a PEER REVIEW), and a fact (at minimum, one unique fact) in a timely manner within TEAM discussions.

QUALITY THOUGHTS = short written summary of a TEAM MEETING.

- What was accomplished since the last check in?
- What am I working on next?
- Are there any issues blocking my path?

COURSE DELIVERY

Synchronous Online Courses: This course is being offered in the Synchronous Online format. Synchronous online class meetings will take place according to the class schedule. There is no face-to-face component to this course. In between synchronous class meetings, there may also be asynchronous activities to complete (e.g., discussion forums and assignments).

Synchronous means you are ONLINE DURING THE COURSE TIMES and PARTICIPATING with a CAMERA ON.

LAPTOP COMPUTER & SOFTWARE

The Digital Media program requires every student majoring in Digital Media to have their own laptop computer. See [Laptop Recommendations - University of Houston \(uh.edu\)](#) for more information.

Software requirements plus other hardware are: (list any software or hardware requirements)

- USB flash drive for backing up work
- MS Teams and Blackboard
- Webcam
- Adobe CC (InDesign, Photoshop, Illustrator, XD, Premiere, Audition)
- MS Office 2019 or higher

Office 365 is free to you as a student. For additional information, please visit the following:

<http://www.uh.edu/technology/college/technical-support/general-faq/>

ILT DEPARTMENT POLICIES

The Information & Logistics Technology Department strives to create the proper academic conditions for student success. Course content, technical skill development, professional practice in education, and program accreditation by professional organizations support using minimum grade or GPA requirements to enforce a program prerequisite structure. This practice, in turn, supports student success.

The UH Interim Grading Policy applicable for Spring, Summer, and Fall 2020 explicitly stated that a program, department, or college may enforce a prerequisite or minimum GPA policy. Therefore, it is the policy of the ILT Department that the Catalog prerequisite structure and associated minimum grade or GPA requirements for its programs and courses be enforced for Fall 2020 grades that lead into Spring 2021 and beyond. This means that, even when Satisfactory (S) was the reported grade in Fall 2020, the letter grade assigned by the Instructor determines whether the student has met the prerequisites for a future course. This is to ensure students have the correct levels of knowledge to advance in the program and to prevent poor student outcomes in courses due to lack of prerequisite knowledge.

WORK SUBMISSION

Lab Assignments, Quizzes, Polls, Student Evaluations, and Projects will be due via Blackboard or MS TEAMS. The instructor will inform you about work submission during each lab.

- **Work submitted via email will not be graded.**
- **Late Work WILL NOT BE ACCEPTED**
- **It Is Your Responsibility To Make Sure Your Work Has Been Submitted Correctly!**

WEB BROWSER

Do not use Chrome for any portion of this course. Do not use Safari for TURN IT IN Assignments. If you do, you will get answers wrong on exams or have issues submitting your test. Since you have been told not to use this browser, your professor will have no sympathy for you when you get poor grades on your exam.

CLASS PROBLEMS

Occasionally, there will be problems or concerns that arise about the course you are taking. The ILT Department expects that you communicate with the course instructor about problems and concerns, first.

If problems or concerns cannot be resolved with the instructor, the next appropriate course of action is to contact the program coordinator, Dr. Jerry Waite. If the situation is still not resolved, contact the ILT Department Chair, Dr. Amaury Lendasse, to communicate your problems or concerns.

ATTENDANCE/ PARTICIPATION

Regular and punctual attendance is required of each student. **BE ON TIME FOR CLASS. IF YOU COME LATE, YOU WILL MISS CLASS INTERACTION AND LECTURE.**

There will be a grade penalty for each unexcused absence. After *three unexcused absences the student might either be dropped from the course* or his/her grade might be negatively affected .

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences will be excused as provided in the University of Houston [Undergraduate Excused Absence Policy](#) and [Graduate Excused Absence Policy](#) for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Additional policies address absences related to [military service](#), [religious holy days](#), [pregnancy](#) and related conditions, and [disability](#).

Excused Absences are defined as follows:

- Illness with a doctor's note
- Participation in a college function with a note from the advisor
- Death in the family with appropriate documentation

Students should not only attend each lab regularly and punctually, they should also come the lab prepared. As such, students should **REVIEW THE ONLINE LECTURE PRIOR TO EACH LAB SESSION.**

COMMUNICATIONS

Students are expected to check their college e-mails and Blackboard regularly. If online services go down, notices will be posted at the office. Student e-mails must be sent through a college e-mail. Communication time frame is 48 hours excluding weekends and holidays.

RECORDING OF CLASS

- Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the [Center for Students with DisABILITIES](#). If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with anyone without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.

SYLLABUS CHANGES

Due to the changing nature of the COVID-19 pandemic, please note that the instructor may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through (specify how students will be notified of changes).

RESOURCES FOR ONLINE LEARNING

The University of Houston is committed to student success, and provides information to optimize the online learning experience through our [Power-On](#) website. Please visit this website for a comprehensive set of resources, tools, and tips including: obtaining access to the internet, AccessUH, and Blackboard; requesting a laptop through the Laptop Loaner Program; using your smartphone as a webcam; and downloading Microsoft Office 365 at no cost. For questions or assistance contact UHOnline@uh.edu.

UH EMAIL

Email communications related to this course will be sent to your [Exchange](#) email account which each University of Houston student receives. The Exchange mail server can be accessed via Outlook, which provides a single location for organizing and managing day-to-day information, from email and calendars to contacts and task lists. Exchange email accounts can be accessed by logging into Office 365 with your Cougarnet credentials or through Access UH. They can also be configured on IOS and Android mobile devices. Additional assistance can be found at the [Get Help](#) page.

WEBCAMS

Access to a webcam is required for students participating remotely in this course. Webcams must be turned on during all lectures and labs.

LATE ASSIGNMENTS

There is a great deal of work for this course.

- **Late Work WILL NOT BE ACCEPTED**

PROFESSOR WEEKEND POLICY

Professor Snyder truly wants to speak with you, to assist you, to help make you successful. However, there are parameters as to what you can expect. In particular, communications of any kind (e-mail, voice mails, or texts) sent to Prof. Snyder outside of business hours may be not be answered until the next business day. This is particularly true on weekends.

EXPECTATIONS

Students in this course are expected to be capable and motivated professionals. No such student should be content with a grade less than “B”. Please provide the attention, motivation and effort necessary to reach this grade expectation.

Minimum effort = minimum grade

Maximum effort = maximum grade

EXTRA CREDIT

No extra credit is offered for this course.

ONLINE ETIQUETTE

Etiquette Basics of Professional Virtual Interactions: test your tech and control your environment (e.g., blur your background). Wear classroom-ready clothing and be mindful of distractions (e.g., eating, music, using the bathroom, cell phone, others in your room/space).

Use the mic/video when speaking and the Raise-Hand feature to call the Instructor’s attention. You may use the Chat room but the Instructor is unable to moderate the Chat and lecture simultaneously. Off-topic side conversations in the Chat are strongly discouraged. We will handle any time-zone considerations as needed.

Finally, the Student Code of Conduct is in place: be courteous and respectful, and be mindful of any misconduct <https://uh.edu/dos/behavior-conduct/student-code-of-conduct/>

HONOR CODE STATEMENT

Students may be asked to sign an honor code statement as part of their submission of any graded work including but not limited to projects, quizzes, and exams: “I understand and agree to abide by the provisions in the (select: [University of Houston Undergraduate Academic Honesty Policy](#), [University of Houston Graduate Academic Honesty Policy](#)). I understand that academic honesty is taken very seriously and, in the cases of violations, penalties may include suspension or expulsion from the University of Houston.”

ACADEMIC HONESTY POLICY

Students are expected to abide by the University of Houston Academic Honesty Policy in all matters pertaining to this course.

[Academic Honesty Policy – Office of the Provost](#)
[Academic Honesty Policy – Undergraduate Catalog](#)

WARNING SYSTEM

Consequences of In-lab disruptions:

- First Offense – you will be given a warning
- Second Offense – you will be asked to leave the room
- Third Offense- you will be reported to the department head and counselors

ADDS/DROPS

Please refer to the University’s Undergraduate Catalog and the Schedule of Classes for the appropriate add/drop dates and procedures.

INCOMPLETE

An “incomplete” grade will only be issued if the student is maintaining an acceptable level of achievement and cannot, due to some factor beyond his/her control, complete one or more major assignment. If a student wishes an “incomplete”, he/she must explain the situation to the instructor in advance and make specific arrangements to complete the missing work no later than one year from the date the grade is given.

AMERICANS WITH DISABILITIES ACT

When possible, and in accordance with 504/ADA guidelines, the instructor will attempt to provide reasonable academic accommodations to students who request and require them. Students with special needs should inform the instructor at the beginning of the semester.

[Center for Students with DisABILITIES: http://www.uh.edu/csd/](http://www.uh.edu/csd/).

UH CAPS STATEMENT

Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. No appointment is necessary for the “Let’s Talk” program, a drop-in consultation service at convenient locations and hours around campus. http://www.uh.edu/caps/outreach/lets_talk.html

OTHER IMPORTANT UNIVERSITY POLICIES AND HELPFUL INFORMATION

COVID-19 Updates: <https://uh.edu/covid-19/>

Coogs Care: <https://www.uh.edu/dsaes/coogscare/>

Laptop Checkout Requests: <https://www.uh.edu/infotech/about/planning/off-campus/index.php#do-you-need-a-laptop>

Health FAQs: <https://uh.edu/covid-19/faq/health-wellness-prevention-faqs/>

Student Health Center: <https://uh.edu/class/english/lcc/current-students/student-health-center/index.php>

Campus Carry: <http://www.uh.edu/police/campus-carry/>

UH POLICY ON CAMPUS CARRY OF CONCEALED WEAPONS

Beginning last year, legally licensed students, staff or faculty are authorized by the State of Texas to carry concealed weapons in University buildings. The relevant rules are at: <http://www.uh.edu/police/campus-carry/>

If you see a gun or if someone says they have one, then call the police first at either 713-743-3333 or call 911, then tell your instructor or TA.

Concealed means concealed.

WEEK 01	WEEK 02	WEEK 03	WEEK 04	WEEK 05	WEEK 06	WEEK 07	WEEK 08	WEEK 09	WEEK 10	WEEK 11	WEEK 12	WEEK 13	WEEK 14	WEEK 15	WEEK 16						
Jan 18th	Jan 25th	Feb 1st	Feb 8th	Feb 15th	Feb 22nd	Mar 1st	Mar 8th	Mar 15th	Mar 22nd	Mar 29th	Apr 5th	Apr 12th	Apr 19th	Apr 26th	May 3rd						
LECTURE (BLACKBOARD and first 1/2 hour of Lab)																					
MLX NO LAB OR LECTURE	<ul style="list-style-type: none"> Introduction to the course About/Why Overview of the course Adobe InDesign Chapters 01 & 02 	<ul style="list-style-type: none"> Chapters 03 & 04 Case study: The Stream Overview of the course Case Studies 	<ul style="list-style-type: none"> Chapters 05 & 06 Developing a story Story structure Thinking 	<ul style="list-style-type: none"> Chapters 07 & 08 Case Study: Amazon world Budget Tips 	<ul style="list-style-type: none"> Chapters 09 & 10 Media Platform distribution Storytelling & strategy 	<ul style="list-style-type: none"> Chapters 11 - 13 Case Study: FedEx 	<ul style="list-style-type: none"> Chapters 14 - 16 Case Study: IBM video production Best practices 	<p>Spring Holiday // NO LAB OR LECTURE</p>	<ul style="list-style-type: none"> Chapters 17 - 19 Case Study: Goody's 3 flower Go-to-market strategy Marketing development 	<ul style="list-style-type: none"> Chapters 20 - 23 Goemilla Marketing Case Studies 	<ul style="list-style-type: none"> Chapter 23 Case Study: Social media Best practices 	<ul style="list-style-type: none"> Chapters 24 & 25 Competing copy writing 	<ul style="list-style-type: none"> Chapters 26 - 28 Decomposing best practices Marketing WACB: Best Practices Class 	<p>STUDENTS PRESENT WORK</p>							
LAB - Mon 2:00PM - 5:00PM OR Wed 2:00PM - 5:00PM																					
MLX NO LAB OR LECTURE	<ul style="list-style-type: none"> Industry research Conduct SWOT Research the competition Define project ZAG Define design strategy Develop mood board / look & feel 	<ul style="list-style-type: none"> Build out the Treatment Define the product Write a script Narrative Start story bible Create tag line Create log-line 	<ul style="list-style-type: none"> Sketch build Define user journey & triggers Define key events Create map the campaign touchpoints Define user management 	<ul style="list-style-type: none"> Build out Functional specs Website the Adobe XD Build out the technology specs Define any software specifications or services 	<ul style="list-style-type: none"> Create campaign poster Develop visuals and copy Write video script Create story board 	<ul style="list-style-type: none"> Write coding notes & send Edits Final videos and start / edit footage 	<ul style="list-style-type: none"> Develop campaign Develop visuals and copy Write video script Create story board 	<ul style="list-style-type: none"> ASSIGN 01 LECTURE REPORT 01 LECTURE NOTES 01 	<ul style="list-style-type: none"> ASSIGN 02 LECTURE REPORT 02 LECTURE NOTES 02 	<ul style="list-style-type: none"> ASSIGN 03 LECTURE REPORT 03 LECTURE NOTES 03 	<ul style="list-style-type: none"> ASSIGN 04 LECTURE REPORT 04 LECTURE NOTES 04 	<ul style="list-style-type: none"> ASSIGN 05 LECTURE REPORT 05 LECTURE NOTES 05 	<ul style="list-style-type: none"> ASSIGN 06 LECTURE REPORT 06 LECTURE NOTES 06 	<ul style="list-style-type: none"> ASSIGN 07 LECTURE REPORT 07 LECTURE NOTES 07 	<ul style="list-style-type: none"> ASSIGN 08 LECTURE REPORT 08 LECTURE NOTES 08 	<ul style="list-style-type: none"> ASSIGN 09 LECTURE REPORT 09 LECTURE NOTES 09 	<ul style="list-style-type: none"> ASSIGN 10 LECTURE REPORT 10 LECTURE NOTES 10 	<ul style="list-style-type: none"> ASSIGN 11 LECTURE REPORT 11 LECTURE NOTES 11 	<ul style="list-style-type: none"> ASSIGN 12 LECTURE REPORT 12 LECTURE NOTES 12 	<p>FINAL PROJECT PRESENTATION</p> <p>Submit to RedFest</p>	<p>OPTIMIZE</p>

SPRING 2021

- ASSIGNMENTS ARE DUE AT 2PM BEFORE LAB (ONE WEEK AFTER BEING ASSIGNED)
- LECTURE REPORTS ARE DUE EVERY FRIDAY 11:59AM
- LABS ARE DUE EVERY MONDAY 11:59AM
- TEAM FEEDBACK DUE EVERY SUNDAY NIGHT AT 11:59PM