ENGL766/866: New Media Theory & Practice I
Old Dominion University, Norfolk Campus
Spring 2012, Mondays, 4:20-7:00pm, BAL2019 & Online
Sections: 32195/35061/35062/32196/35063/35064
Course Website: http://bit.ly/engl866

Instructor Information
Name**: Shelley Rodrigo**
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Office Hours:
- Location: BAL2008
- M: 3:00-4:00pm
- T: 6:00-7:00pm
- By Appointment: https://tungle.me/rrodrigo

Course Description
Lecture 3 hours; 3 credits. Prerequisite: ENGL 539 or equivalent. As students read about core concepts within new media studies, they will explore the complexities and affordances of programming languages like: ActionScript, JavaScript, PHP, CSS/XHTML, Ruby, ActionScript 2 or 3, and HTLM5. While reading "canonical" new media scholarship students will have the opportunity to spend time learning one of the programming languages. Finally, as students read newer new media scholarship, they will be developing their own multimedia project. Throughout the course, students will explore the rhetorical, literary, and technical aspects of various web-based and multimedia compositions/products as well as in their own multimedia composing processes and projects.

Course Outcomes
After participating in this course, students shall have improved upon the following skills (borrowed from NCTE's Definition of 21st Century Literacies, http://bit.ly/ayEzCk):
- Develop proficiency with the tools of technology
- Build relationships with others to pose and solve problems collaboratively and cross-culturally
- Design and share information for global communities to meet a variety of purposes
- Manage, analyze and synthesize multiple streams of simultaneous information
- Attend to the ethical responsibilities required by these complex environments
- Analyzing and applying mulitmedia scholarship and theory

Course Materials
Required Materials
- Brooke, Collin Gifford. (2009). *Lingua Fracta: Towards a Rhetoric of New Media*. Cresskill, NJ: Hampton Press. ISBN: 978-1-57273-893-5
- Dick, Philip K. *Do Androids Dream of Electric Sheep?* (Get whatever version you can get your hands on for the cheapest amount!)
- Gane, Nicholas, & Beer, David. (2008). *New Media: The Key Concepts*. Oxford, UK: Berg. Paperback ISBN: 978-1845201333

You will also be required to acquire at least two more books based on assignments later in the course.

Required Technologies
Based on the type of projects you decide to submit, you will use other technologies than those listed below.
- Headphones for BAL2019 computers
- Access to a computer with an internet connection (preferably high-speed).
- My.ODU Account to access Google Apps
- For introduction project: ZooBurst (http://www.zooburst.com/)

You will be accessing a variety of other technologies as needed for various assignments.

Course Policies
Statement of Accommodation
The Americans with Disabilities Act (ADA) is a federal antidiscrimination statute that provides comprehensive civil rights protection for persons with disabilities. One element of this legislation requires that all qualified students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. I would like everyone to know that I am willing to make any reasonable accommodation for limitations due to any disability, including learning disabilities. If you have or think you have a disability, including a learning disability, please make an appointment with an advisor at the Office of Educational Accessibility as soon as possible. They can assist you with appropriate accommodations for you in your classes. Please see ODU's Office of Educational Accessibility, and then me, to discuss any special needs you might have. Information about ODU's Office of Educational Accessibility:
- Web address: http://studentaffairs.odu.edu/educationalaccessibility/
- Phone number: 757-683-4655

Attendance, Participation, and Withdrawal Policies
Attendance is based on presence. Please take participation seriously; since this class is a community of thinkers who will discuss and collaborate on ideas, your lack of participation hurts others as well as yourself. So please participate in class on time and have your homework completed by the assigned deadline. I will not withdraw you from the course; therefore, if you wish to be withdrawn from the course, you must initiate withdrawal procedures.

Students are entitled to receive instruction free from interference by other members of the class. If a student is disruptive, an instructor may ask the student to stop the disruptive behavior and warn the student that such disruptive behavior can result in withdrawal from the course. An instructor may withdraw a student from a course when the student's behavior disrupts the educational process

Online Learning Environments
We will be using a variety of technological, mostly web-based, applications (Google Sites, ZooBurst, etc.) for academic use in ENGL766/866, New Media Theory & Practice I, sections 32195/35061/35062/32196/35063/35064, Spring semester 2012. By default, many of these technologies are open to the public for the purpose of sharing your work with the larger Internet community.
To use the web-based application responsibly please observe all laws and ODU policies that are incorporated into the Codes of Conduct and Academic Integrity. Some specific aspects of law and policy that might be well to remember are prohibitions against copyright infringement, plagiarism, harassment or interferences with the underlying technical code of the software. Some resources to remind yourself about ODU's policies as well as a digital document about laws on copyright and fair use:
- ODU's Monarch Creed and Honor Code
- MCCCD Copyright Guidelines

As a student using the web-based applications certain rights accrue to you. Any original work that you make tangible belongs to you as a matter of copyright law. You also have a right to the privacy of your educational

records as a matter of federal law and may choose to set your privacy settings to private and only share with the instructor and your classmates. Your contributions to the various web-based applications constitute educational records. By contributing to the web-based applications, and not taking other options available to you in this course equivalent to this assignment that would not be posted publicly on the Internet, you consent to the collaborative use of this material as well as to the disclosure of it in this course and potentially for the use of future courses.

Grading Policies

Assignment Distribution

Technology Research Assignment (collaborative)	15%
Canonical Books Assignment	15%
New Books Assignment	15%
Individual Tutorials & Reflection	10%
Individual New Media Project	15%
Attendance, Participation & "other" Homework (Including technology webinar assignment for 800 level students)	15%
Reading, Thinking & Reflecting Posts	15%
TOTAL	**100%**

General Grading Standards
The following descriptions explain how grades are assigned to individual assignments in my courses:
A: "A" work is outstanding in every respect, given the requirements and stated expectations for a specific assignment.
B: "B" work achieves a level significantly above the standards for a specific assignment.
C: "C" work meets the requirements of an assignment in all respects, but does not rise above those requirements.
D: "D" work is worthy of a passing grade but does not meet all requirements for the assignment.
F: "F" work fails to meet the course requirements for a minimal pass.

Grading Scale
Grades are determined according to the following scale:
- A (95-100%)
- A- (90-94.9%)
- B+ (87-89.9%)
- B (83-86.9%)
- B- (80-82.9%)
- C+ (77-79.9%)
- C (73-76.9%)
- C- (70-72.9%)
- D+ (67-69.9%)
- D (63-69.9%)
- D- (60-62.9%)
- F (59% or below)

Incomplete Grades

A course grade of "Incomplete" will be given only in extreme situations because the sad story is that most students who request incompletes never finish the course. Please visit the following website for more information: http://www.odu.edu/ao/registrar/grades/incompletes/igrades.shtml.

Course Schedule/Calendar

Please have all reading and other homework completed BEFORE class. This schedule is subject to change. All changes will be posted in the course website.☐

1/9
Intro, assign groups & technologies

1/16
MLK, No Synchronous Class
We really need to get reading, thinking, and working...so please complete the following by Friday 1/20:
- read: New Media: The Key Concepts Chapters 1-4,
- read: Do Androids Dream of Electric Sheep?: Chapters 1-5
- Reading, Thinking & Reflecting Blog Post
- read: course syllabus
- Anonymously submit questions and concerns about the Course and the Course Syllabus on THIS FORM.
- work on Technology Research Assignment

1/23
- read: Key Concepts: Chapters 5-8,
- read: DADES: Chapters 6-10
- Reading, Thinking & Reflecting Blog Post
- work on Technology Research Assignment

1/30
- read: Lingua Fracta: Chapters 1-4
- read: DADES: Chapters 11-15
- Reading, Thinking & Reflecting Blog Post
- work on Technology Research Assignment

2/6
- read: Lingua Fracta: Chapters 5-8
- read: DADES: Chapters 16-22
- Reading, Thinking & Reflecting Blog Post
- work on Technology Research Assignment

2/13
- read: ⅓ Canonical Text
- Reading, Thinking & Reflecting Blog Post
- Final wiki page/s and presentation on Technology Research Assignment

2/20
- read: 1-2 articles about layout & design, TBA
- read: ⅓ Canonical Text
- Reading, Thinking & Reflecting Blog Post
- Blog post with application choice including a discussion of reason for wanting to learn as well outline of access plans and concerns (Individual Tutorials & Reflection)
- Blog post with reflection of learning (Individual Tutorials & Reflection)
- Work on Canonical Text Project

2/27
- read: 1-2 articles about images, TBA
- read: ⅓ Canonical Text
- Reading, Thinking & Reflecting Blog Post
- Blog post with reflection of learning (Individual Tutorials & Reflection)
- Work on Canonical Text Project

3/5
Spring Break

3/12
- No Synchronous Class; online work will be due Friday 3/16
- read: 1-2 articles about audio, TBA
- Reading, Thinking & Reflecting Blog Post
- Blog post with reflection of learning (Individual Tutorials & Reflection)
- Blog post with a rhetorical analysis of one example text that primarily uses the application you are studying (Individual Tutorials & Reflection)
- Draft of Canonical Text wiki page/s

3/19
- Blog post with reflection of learning (Individual Tutorials & Reflection)
- Blog post with overall reflection analyzing the application, what you learned, what you still want to learn, how you might use it in the future, etc. (Individual Tutorials & Reflection)
- Final wiki page/s and presentation for Canonical Text Project

3/26
- read: 1-2 articles about video, TBA
- read: ⅓ New Text
- Reading, Thinking & Reflecting Blog Post
- Work on Individual New Media Project (detailed Proposal & Plan)

4/2
- skim: Kairos & Enculturation
- read: ⅓ New Text
- Reading, Thinking & Reflecting Blog Post
- Work on New Text Project
- Work on Individual New Media Project (revised Proposal & Plan)

4/9
- skim: C&C Online & CCC Online (& archive)
- read: ⅓ New Text
- Reading, Thinking & Reflecting Blog Post
- Work on New Text Project
- Work on Individual New Media Project (update/process assignment TBA)

4/16
- read/skim: Flow & Technoculture
- Reading, Thinking & Reflecting Blog Post
- Draft of wiki page/s on New Text Project
- Work on Individual New Media Project (update/process assignment TBA)

4/23
- Final wiki page/s and presentation of New Text Project
- Work on Individual New Media Project (update/process assignment TBA)

4/30
- Finals Week (no synchronous class)
- Final Submission of Individual New Media Project

Syllabus Contract Form

Student Responsibilities

You are expected to contribute positively to the learning environment of the classroom by:

- taking responsibility for your own success in class;
- reading, reviewing, and referring to the course handbook/syllabus for all pertinent information;
- reading, reviewing, and referring to the ASU College Catalog and ASU Student Handbook for college policies (http://www.mc.maricopa.edu/students/publications.html);
- actively asking questions and seeking out help from the instructor;
- participating regularly in this course in the various virtual environments;
- keeping a copy of all assignments until the end of the semester; and
- immediately reporting all e-mail/computer problems to the professor and it is your responsibility to complete the course assignment and activities even in the face of computer failure.

Instructor Responsibilities:

- The instructor reserves the right to require proctoring or validation of students' academic work at the instructor's discretion.
- The instructor reserves the right to change or modify course policies, materials, or deadlines in response to student feedback or unforeseen circumstances. Students will be notified by the instructor of any changes in course requirements or policies.
- The instructor requests that students allow the instructor **48 hours** to respond to student emails or other forms of contact.
- The instructor will attempt to be available during weekdays, however, as balance between family and work is important in everyone's lives, the instructor reserves the right to be unavailable on weekends.
- The instructor requests that students allow the instructor one week from the date of submission (original deadline, not if the assignment is turned in late), to post a grade, or provide feedback, on any homework assignments, two weeks for major writing projects. (Note: the instructor will make every effort to provide faster turn around time-however, sometimes faster turn around is not possible)
- The instructor may be "out-of-the-office" for extended periods of time, and requests that students understand that this situation may occur and allow for such inconveniences (however, the instructor will always attempt to email and/or post an announcement to the class about any such circumstances)

Student Agreement

The signature below, as well as attendance and participation in this class, signifies that the student has agreed to abide by and adhere to the policies and regulations specified above. It is understood that the instructor may adapt or change this Handbook/syllabus and the assignments contained within it according to circumstances that may arise during the course of the class. The instructor may drop a student if the student fails to complete the work; however, it is the student's responsibility to drop the course if they do not wish to continue. If the student does not drop the course by the appropriate date the student will receive an F.

(Be sure to ask the instructor any questions concerning the handbook/syllabus before signing below.)

_____   _____
Student's Name, Printed   Date