

## Course Syllabus: IDC 6010

A syllabus is the official document that explains the objectives, components, and policies of a course. Below are the basics about IDC 6010.

### About Writing Across Media

Since digital technology has become widely accessible, communicators now have many ways to deliver messages. In the past, we communicated mostly through printed documents, but today our modes of delivery have changed radically. Now, information is delivered via a range of mediums including the internet, microblogs, audio, social networking, email, feeds, blogs, video, and wikis.

While the basic rules of correct writing don't change from medium to medium, the guidelines for effective writing do. Effective communicators in the world of multimedia and hypermedia need to know more than grammar, punctuation, and usage standards. They also need to know the unique characteristics of each medium of delivery, so they can select the right medium for a given message. Communicators also need to understand how these mediums can combine and re-combine to form a strategic communication plan in a variety of professional and workplace scenarios.

In this course, we'll learn about the new mediums of communication and develop an understanding of how we write effective content and develop an integrated communication model.

### Learning Objectives

In this course, you will:

- learn the theories and best practices that guide the development of content for different mediums.
- develop a consolidated body of knowledge about communicating via various technologies
- create strategic plans for integrating various media into an effective communication package.

### Course Logistics

Our summer version of Writing Across Media is 8 weeks in duration. We start on May 18th and our semester concludes on July 9th. During this 8 weeks, there are 15 modules; thus, I'll be launching 2 modules per week. You'll see a new module open every Monday and Thursday.

### Your Instructor

Dr. Laura Palmer

The best way to reach me is through the **mail tool in our Vista course**. I monitor my online courses throughout the day and I can usually reply to you in a few hours.

- **Vista email**—for IDC 6010 questions and comments: use our Vista course module
- **SPSU email**—for **non-course** related questions and comments only:  
lpalmer2@spsu.edu
- **Office:** J323, 3rd Floor, Atrium Building, SPSU Campus
- **Phone:** 678-915-7203 (only by appointment please; it's summer and I'm not in regularly)

### Meeting with Me

Yes, I'd be pleased to meet with you in person or via a phone call. You should email me ahead of time to schedule either a face-to-face or phone conference. As it's summer, I'm not on campus predictably, if at all.

### Courseware: WebCT Vista

This course is delivered through courseware called Vista. Using Vista means our course is entirely self-contained; with the exception of buying the textbooks, everything you need to complete this IDC course from assignments, to deadlines, to communication tools is all in Vista. Other **technology requirements** are posted as part of the course policies.

You can log on to the **Online Support Center** homepage to access the course or to find help with any problems you are experiencing. The two main areas students have difficulty with are:

**Browser Compatibility:** you need to run Vista's browser checker regularly to make sure your browser (IE, FireFox, Safari, etc.) and the Java plug-ins are current.

**Maintenance Downtimes:** Vista goes down for maintenance on alternate Friday nights from 10 pm to 7 am Saturday. If it's not working properly during this time, that's why. See the list of scheduled downtimes on the SPSU Vista page.

If you're having trouble once you've accessed the course, you can go to the **Knowledge Base/FAQs** or, better yet, post a question to our TechQUESTion discussion board. You may find one of your classmates already has the perfect answer.

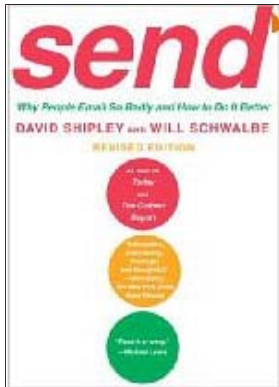
If you encounter any trouble with WebCT/Vista beyond the scope of what your classmates can

## Course Technology

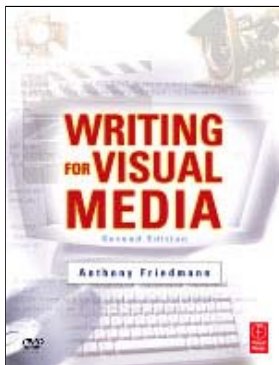
For creating your basic assignments, you'll need access to Microsoft Word and a microphone. If you have a webcam, all the better. If your computer doesn't have a microphone or you don't have a headset/microphone combo from a previous course, please purchase one. Don't hesitate to post an email to the class and ask what model(s) are best.

## Textbooks

We'll be using two textbooks for this course; other material such as research articles and other readings will be supplied as scanned PDF files when required.



SEND by David Shipley and Will Schwalbe



Writing for Visual Media by Anthony Friedmann

answer, take these steps:

1. Go to the WebCT/Vista **Online Support Center**. First consult the knowledge base to see if your problem is listed. If it isn't, you can chat with a live operator. *If you still can't resolve the problem...*
2. Contact WebCT/Vista support at SPSU, **Jonathan Gilliam**.