



Course Description

This course focuses on planning, designing, and circulating digital writing. Increasingly, writing — all writing — happens in digital environments. Even if writing ends up on 8 ½ x 11" paper, we write words using word processors, we compose images using photo manipulation software, we collaborate using cloud-computing websites, and we circulate using social media platforms. So, what might this class offer? For one, it will offer frameworks for understanding, critiquing, and unpacking the complexities of writing as it occurs in digital environments. More than this, the class also will allow you to develop *adaptable rhetorical practices* for communicating, participating, and collaborating in networked environments.

Goals and Outcomes

More specifically, you will do the following in this class:

- Explore frameworks and metaphors (e.g., networks, ecologies, and economies) for understanding the structure, value, and interactions of digital writing
- Develop research practices to disentangle and present the inner-workings of web platforms
- Examine key issues affecting digital writing in our current moment (including algorithms, privacy, surveillance, automation, etc.)
- Practice and extend digital rhetoric concepts to make and deliver audience-aware content and "spreadable" campaigns
- Consider how to design and deliver inclusive, legal, and ethical web content
- Practice working with structures of technology, organization, and markup language behind the surface of web writing

- Collaborate with peers and clients to solve problems using digitally networked technologies

Required Texts

- Jenkins, Henry, Sam Ford, and Joshua Green. *Spreadable Media: Creating Value and Meaning in a Networked Culture*. New York: NYU Press, 2013. ISBN-13: 978-081474350.
- All other texts will be PDFs uploaded to webcourses

Policies

access/accommodation

I am committed to maximizing your learning potential and making this course as accessible as possible. If there is any way that I can adapt this course to better meet your needs as a learner, please let me know. If you have a documented disability, I will provide any accommodations that have been best determined by you and Student Accessibility Services.

Contact for Student Accessibility services:

website: <http://sas.sdes.ucf.edu/>

email: sas@ucf.edu

office: Ferrell Commons 185

phone: 407-823-2371

online conduct conduct

Students must follow UCF standards for personal and academic conduct as outlined in The Golden Rule. Proper online classroom conduct also entails creating a positive learning experience for all students, regardless of race, sex, religion, sexual orientation, social class, or any other feature of personal identification; therefore, sexist, racist, prejudicial, homophobic, or other derogatory remarks will not be tolerated.

late work

All assignments must be turned in on time. In extreme cases, you may be allowed an extension if you contact me *before* the regularly scheduled due date.

Gordon Rule

This course is a Gordon Rule course, which requires you to write four major assignments and receive a C- or higher to pass. You must turn in all major writing

assignments to pass the course. See the UCF Golden Rule for further information: <http://www.goldenrule.sdes.ucf.edu/>

academic integrity and plagiarism

Plagiarism consists of knowingly copying and/or reproducing the work of someone else without supplying appropriate credit. In cases involving deception (e.g. buying an online paper or copying others' work without giving them credit), consequences can result in failing the assignment or, if serious enough, failing the course. If at anytime you are unsure about what constitutes plagiarism, please schedule a time to meet with me.

For further details about Academic Integrity at the University of Central Florida — including a detailed list of examples of academic dishonesty and procedures and penalties for dealing with instances of academic dishonesty — visit <http://goldenrule.sdes.ucf.edu/>.

grading scale

94-100	A
90-93	A-
87-89	B+
84-86	B
80-83	B-
77-79	C+
74-76	C
70-73	C-
67-69	D+
64-66	D
60-63	D-
0 - 59	F

Major Assignments

1. Platform Unboxing Presentation and Infographic — 20% of final grade
2. Spreadable Content Campaign — 30% of final grade
3. Website Analysis and Redesign — 30% of final grade
4. Discussion Posts — 20% of final grade

