

WHAT TO EXPECT IN THIS CLASS

(6 to 9 p.m. Wednesdays, Jan. 13 - April 28, in VMCC 111)

CLASS FORUMS

<http://LTTspring2010.blogspot.com/>
<http://groups.google.com/group/LTTspring2010>

TO REACH ME:

Brett Oppegaard

www.brettoppegaard.com
brett.oppegaard@gmail.com
 360-521-8150 (cellular for urgent matters)

OFFICE HOURS:

Available 30 minutes before and after each class. Also by appointment, via e-mail.

You will get a broad overview of major perspectives related to this subject through practical exercises as well as discussion of prevalent theories. You will explore the malleable nature of texts and the intersection of communication with technology. In short, we will be experimenting with language and words and images and other media to discover -- in teams at times -- how oral, print and electronic delivery systems can function efficiently and artistically.

ATTENDANCE / PARTICIPATION

Every class counts. This course meets just 15 times. Students not only are expected to be in class but also to arrive on time, stay the entire session and participate. Some of the assignments will be pass / fail components of participation. If you do them at least adequately, you are participating and get the points. If not, you don't. Because this class is primarily about ideas and thinking and sharing those thoughts, attendance and participation are highly valued and worth a large portion of the overall grade. Also, when a guest speaker comes to class, each student is expected to ask at least one informed and thought-provoking question (those who don't will be considered absent that day). One absence has no penalty. **But the second and third absences deduct 100 points each from the 200-point attendance total.** Being absent also means missing points for participation projects that day. There are no "excused" absences.

TEXTBOOKS? / FINALS?

No textbooks, per se / No final exam / BUT ...

We do have an anthology-like course pack of essays and chapters for you to read. That is available at: <http://universityreaders.com>. On that site, click on the "Student Store" button, fill out the registration form and then purchase the course pack. This is a required textbook. It is your responsibility to get a copy of it and keep up with the readings each week.

Guide to your grade

930+ A
 900-929 A-
 870-899 B+
 830-869 B
 800-829 B-
 770-799 C+
 730-769 C
 700-729 C-
 670-699 F
 630-669 F
 600-629 F
 599- F

EXTRA CREDIT:

Any work **created for this class** that also gets wider distribution -- such as in The VanCougar or on KOUG radio -- will earn as many as 15 extra credit points.
MUST BE CLEARED IN ADVANCE
 Ample extra credit will be made available; * 100 points maximum overall *

DEADLINES: Assignments due by start of class, unless noted. **Late assignments will not be accepted.**

SLOPPINESS WARNING

Even small mistakes destroy the integrity of your work. Details are extremely important. To emphasize this point, any assignment containing a misspelled word (or name) will receive an automatic 50 percent penalty. Other fundamental errors, including mistakes in grammar and punctuation, significantly will lower scores as well (10 percent per significant error). Compositional help (and tutoring) is available through the WSUV writing center.

TO DO CHECKLIST

	JAN. 20 (WEEK 2)
DUE:	Memory exercise (25 points)_____
	JAN. 27 (WEEK 3)
DUE:	Translation exercise (25 points)_____
	FEB. 3 (WEEK 4)
DUE:	Comic w/out words (25 points)_____
	FEB. 10 (WEEK 5)
DUE:	Life map (team) (100 points)_____
	FEB. 17 (WEEK 6)
DUE:	Prompt 1: Abstract (20 points)_____
	FEB. 24 (WEEK 7)
DUE:	Prompt 2: TBA (20 points)_____
	MARCH 3 (WEEK 8)
DUE:	Quiz 1 (50 points)_____
	Midterm grades submitted
	MARCH 10 (WEEK 9)
DUE:	Showcase proposal (team) (25 pts)_____
	MARCH 17
	Spring Break (no class)
	MARCH 24 (WEEK 10)
DUE:	Prompt 3: TBA (20 points)_____
	MARCH 31 (WEEK 11)
DUE:	Prompt 4: TBA (20 points)_____
	APRIL 7 (WEEK 12)
DUE:	Research showcase (team)(200 pts)_____
	APRIL 14 (WEEK 13)
DUE:	Quiz 2 (100 points)_____
	APRIL 21 (WEEK 14)
DUE:	Prompt 5: TBA (20 points)_____
	APRIL 28 (WEEK 15)
DUE:	Audio project (team) (150 points)_____
	TOTAL: _____
	+ (attendance, 200 possible*) _____
	+ (extra credit) _____
	= (FINAL GRADE) _____

* Final grade will include 200 points for attendance (100 points deducted for each missed class after one absence).

This column's details are subject to change but will only do so with accompanying notification on the class blog.

OTHER IMPORTANT INFORMATION

DEPARTMENT (AND CLASS) GOALS

One of the primary goals of this department, and class, is to help students learn to "think critically about digital media and the ways humans interact and engage with them." That will be our primary focus as well as these other important departmental goals:

- * Demonstrate competency with computers for designing and distributing digital works in various media for effective human-computer interactions.
- * Synthesize media forms for multimedia contexts.
- * Understand the production and assessment of media objects.
- * Question the way digital media functions in multiple cultural contexts.
- * Recognize various forms of language processing and their implications for media authoring.
- * Appreciate the history of technological development, from local to global perspectives, and its implications for a variety of media.
- * Be practiced and capable communicators in all media.

ACADEMIC INTEGRITY / PLAGIARISM

Plagiarism (claiming another person's work as your own) and fabricating research will not be tolerated. Anyone who submits false work, violates the academic integrity policy or cheats in any other way, will fail the assignment in question and possibly the course as well as be reported to the school's administration, the Office of Student Conduct, for further discipline, including possible expulsion. Academic integrity is the cornerstone of the university and will be strongly enforced in this course. For additional information about WSU's Academic Integrity policy / procedures please contact 360-546-9781.

ASSESSMENT

A detailed assessment form will be provided for each graded component of this course to ensure our goals are aligned and expectations are met.

DISABILITY ACCOMMODATION

Accommodations may be available if you need them in order to fully participate in this class because of a disability. Accommodations may take some time to implement, so it is critical that you contact Disability Services as soon as possible. All accommodations must be approved through Disability Services, located in the Student Resource Center on the lower level of the Student Services Center 360-546-9138.

EMERGENCY NOTIFICATION SYSTEM

WSU has made an emergency notification system available for faculty, students and staff. Please register at myWSU with emergency contact information (cell, email, text, etc). You may have been prompted to complete emergency contact information when registering for classes on RONet. In the event of a building evacuation, a map at each classroom entrance shows the evacuation point for each building. Please refer to it. Finally, in case of class cancellation campus-wide, please check local media, the WSU Vancouver web page and/or <http://www.flashalert.net/>. Individual class cancellations may be made at the discretion of the instructor. Each individual is expected to make the best decision for their personal circumstances, taking safety into account.

METHODOLOGY

This course will offer its material in a combination of hands-on activities, small and large group sessions, one-on-one interactions, independent study and lectures.

Course bibliography

Chapters from various texts (no more than three chapters from any one source) and academic articles will be used in this course, anthology style, instead of a specific textbook.

This will help give students a wider breadth of knowledge of the subject, introduce more perspectives and allow more flexibility. These sources, of course, would be worthwhile to read in full as well.

Here is a list of the featured materials:

McLuhan, M. and Q. Fiore (1967). *The Medium is the Massage*, New York: Bantam Books, pp. 44-69.

Kenneth Burke, *Language as Symbolic Action*, University of California Press, 1966, pp. 3-24.

Ludwig Wittgenstein, *Philosophical Investigations*, Prentice Hall, 1973, pp. 2-38. (Aphorisms 1-79).

Barton, B. and M. Barton (1993). "Ideology and the map: Toward a postmodern visual design practice." *Professional communication: The social perspective*: 49-78.

Hughes, M. and G. Hayhoe (2007). *A research primer for technical communication: methods, exemplars, and analyses*, Lawrence Erlbaum.

Jay David Bolter and Richard Grusin, *Remediation: Understanding New Media*, MIT Press, 2000, pp. 21-50.

Jenkins, H. (2006). *Convergence culture: Where old and new media collide*, NYU Press, pp. 95-134

Jan Baetens, "Illustrations, Images, and Anti-Illustrations," in *Eloquent Images*, edited by Mary E. Hocks and Michelle R. Kendrick, MIT Press, 2003, pp. 179-199.

Eduardo Kac, *Telepresence and Bio Art*, The University of Michigan Press, 2005, pp. 3-58, 127-135.

Selections from *Audio Culture*, edited by Christoph Cox and Daniel Warner, Continuum Press, 2004, pp. 55-58, 65-81, 94-97.

Palfrey, J. and U. Gasser (2008). *Born Digital: Understanding the first generation of digital natives*, pp. 185-208.

Other readings might be added to this list.

PHONES / NOTEBOOKS:

Electronic devices not being used for class work during class time will be disabled.

GENERAL DISCLAIMER:

Dates, assignments and other information contained in this syllabus could change with the flow of the class. Therefore, I reserve the right to make alterations.