



Course Information

Course Title	Writing for Digital Media
Course Prefix, Num. and Title	IMED 1359 - Writing for Digital Media
Division	Technology and Business
Department	Computer Science
Course Type	WECM Course
Course Catalog Description	Written communication for digital media environments including professional websites or other digital content.
Pre-Requisites	None
Co-Requisites	None

Semester Credit Hours

Total Semester Credit Hours (SCH): Lecture Hours:	3:2:2
Lab/Other Hours	
Equated Pay Hours	3
Lab/Other Hours Breakdown: Lab Hours	2
Lab/Other Hours Breakdown: Clinical Hours	Enter Clinical Hours Here.
Lab/Other Hours Breakdown: Practicum Hours	Enter Practicum Hours Here.
Other Hours Breakdown	List Total Lab/Other Hours Here.

Approval Signatures

Title	Signature	Date
Prepared by:		
Department Head:		
Division Chair:		
Dean/VPI:		
Approved by CIR:		

Additional Course Information

Topical Outline: Each offering of this course must include the following topics (be sure to include information regarding lab, practicum, and clinical or other non-lecture instruction).

Generation of ideas for digital media content
Evaluating and committing to branding
Gathering and using media data
Social media platforms, differences, and practices
Using Internet technologies to publish information
Communicate ideas and themes effectively

Course Learning Outcomes:

Learning Outcomes – Upon successful completion of this course, students will:

Write for general or targeted audiences while using standards of grammar and language
Generate ideas for digital media content; gather, evaluate, and edit data to use in content development
And use Internet technologies to publish information.

Methods of Assessment:

Individual/Group Assignments and Lab Work
Individual/Group Projects
Reading Assignments
Presentations/Critiques
Quizzes/Tests/Exams

Required text(s), optional text(s) and/or materials to be supplied by the student:

Jeffrey S. Wilkinson, and others. Principles of Convergent Journalism. New York: Oxford University Press, 2013 [ISBN-13: 978-0-19-98-3865-3] (Or latest equivalent text)

The Associated Press Stylebook and Briefing on Media Law will be acceptable (2012 or later)

External Drive/Flash Drive

Reliable Internet connection and access to the WCJC Blackboard and student email

Suggested Course Maximum:

20

List any specific or physical requirements beyond a typical classroom required to teach the course.

Computer Lab w/ a computer per student and instructor

Baseline Computer Stats: 3.4 Ghz or higher, 16 GB of memory or higher, Graphic Card: 2048 MB, 256-bit GDDR56008 MHz (effective), 192.26 GB/s or higher, 26"-30" inch monitor, Projector w/ screen, Adobe Suite (Latest version), Submission System (Blackboard or an equivalent or server space) High Speed Internet Connection

Course Requirements/Grading System:

Quizzes, Exams: 0-30%

Labs/Assignments: 20-60%

Projects 10-40%

Attendance/Participation: 0-20%

100 -90 = A

89 - 80 = B

79 - 70 = C

69 - 60 = D

And below = F

Curriculum Checklist:

- Administrative General Education Course** (from ACGM, but not in WCJC Core) – No additional documents needed.
- Administrative WCJC Core Course.** Attach the Core Curriculum Review Forms
 - Critical Thinking
 - Communication
 - Empirical & Quantitative Skills
 - Teamwork
 - Social Responsibility
 - Personal Responsibility
- WECM Course** -If needed, revise the Program SCANS Matrix and Competencies Checklist