A.J. Walsh

office hours
COLEMAN HALL 1818

MON   10-11
TUE   11-12
WED   9-11
& by appointment

contact me
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This course explores the role of message construction and delivery strategies in effective communication in technological environments.

WEEK 1	1/10	Course Orientation	1/12	Discuss assignment/ideas for CYOA
WEEK 2	1/17	LinkedIn	1/18	LinkedIn
WEEK 3	1/23	LinkedIn	1/25	LinkedIn
WEEK 4	1/30	**LinkedIn due** /Start site proposal	2/1	Site Proposal/project plan
WEEK 5	2/6	Site proposal	2/8	Intro to Muse
WEEK 6	2/13	**Site proposal due**/Development	2/15	Site Development
WEEK 7	2/20	Site Development	2/22	Site Development
WEEK 8	2/27	Site Development	3/1	Site Development
WEEK 9	3/6	Site Development	3/8	**First draft website due**
WEEK 10	•°*''~~''*o•o*''~~''*o• WHOOHOO! SPRING BREAK! •°*''~~''*o• o*''~~''*o•			
WEEK 11	3/20	Testing	3/22	Testing
WEEK 12	3/27	**Testing report due**	3/29	Fixing
WEEK 13	4/3	Fixing	4/5	Fixing
WEEK 14	4/10	**Final Draft WEBSITE DUE**	4/12	CYOA project
WEEK 15	4/17	CYOA project/Presentations	4/19	CYOA project/Presentations
WEEK 16	4/24	CYOA/Presentations	4/26	CYOA/**Final Paper due**

GRADING SCALE

A	90-100
B	89-80
C	79-70
D	69-60
F	59-0

COMM DAY April 5th!

TO DO LIST
- come to every class
- make good decisions
- always be prepared
- make no excuses
- do the thing!!!

watch Lynda tutorials on Adobe Muse

Steve Krug
DON'T MAKE ME THINK Revisited
A Common Sense Approach to Web and Mobile Usability

The Non-Designer's Web Book
Third Edition
An easy guide to creating, designing, and posting your own web site
Robin Williams & John Tollett
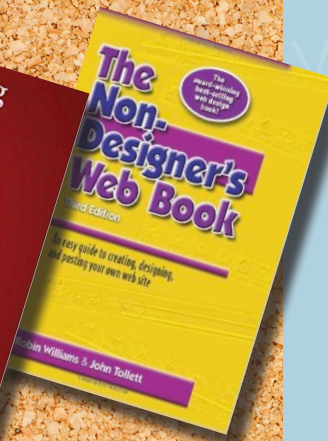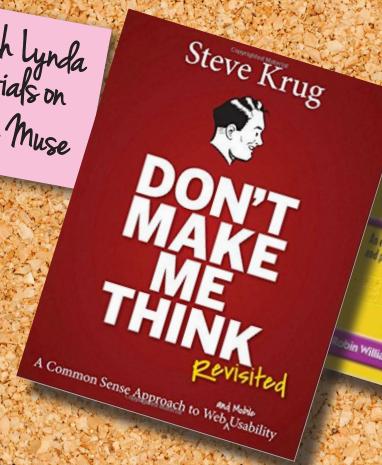
At the end of the semester, students will have the ability to:

1. Define and use appropriate common vocabulary associated with new technologies.
2. Describe developing communication technologies and their role in organizations and society.
3. Identify emerging technologies and their impact on the individual and society.
4. Select and discuss appropriate communication strategies and the complexity of designing messages in a technological environment.
5. Design complex web sites utilizing multiple multimedia applications.
6. Create and maintain a functional and professional LinkedIn profile.

50% WEBSITE
Site proposal: 5 points
First draft: 10 points
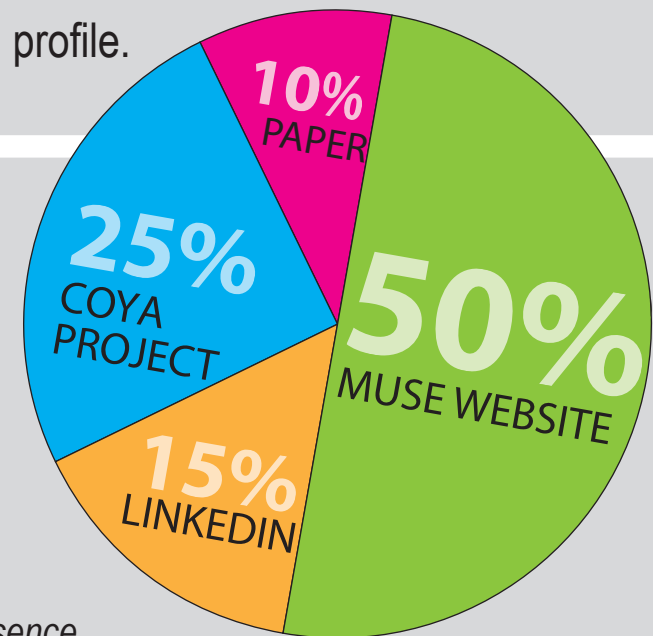**Testing document**: 10 points
Final product: 25 points

ATTENDANCE/PARTICIPATION
Each student has TWO (2) "free" unexcused absences
Each absence after will result in a 5% reduction of final grade *per absence*

10% PAPER

25% COYA PROJECT

50% MUSE WEBSITE

15% LINKEDIN

Academic Integrity: Students are expected to maintain principles of academic integrity and conduct as defined in EIU's Code of Conduct Violations will be reported to the Office of Student Standards. **Statement Regarding Disabilities**: If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Call 217-581-6583 or go to Ninth Street Hall, Room 2006. **The Student Success Center**: Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center for assistance with time management, text taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. Call 217-581-6696, or go to 9th Street Hall, Room 1302. **Safe Learning Environment**: This class is a safe space for communication, learning, and the sharing of ideas. Each of us will need to be conscious of our role in providing a place where every class member, given all our differences, will feel safe and function as part of our learning community. Inclusive language is important to maintaining a safe class environment—no language will be tolerated that demeans, belittles, or marginalizes someone because of her or his gender, race, ethnicity, class, age, sexual orientation, ability, etc. Such language will not be accepted in your classroom communication, written work, or your oral presentations. If you disrupt the safety of our learning community you will be asked to leave. Show respect for others by listening, taking turns, and not having side-conversations. Disruption of teaching and/or learning is a violation of the Student Code of Conduct.