

**CSAT 2323.001 – Writing for Digital Media**  
**TR 9:30am-10:45am**  
**FAB 207**

Instructor: Dominique Sanchez

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Email: [dvargas@sulross.edu](mailto:dvargas@sulross.edu)

Office Hours: Monday and Wednesday 9:30-11:30, Tuesday and Thursday 1:30-3:00, or by appointment

**Required Text:**

Felder, L. (2012). *Writing for the web: Creating compelling web content using words, pictures and sound*. Berkeley, Calif.: New Riders.

**Additional Resources:**

2014 Associated Press Stylebook (online or hard copy)

Blackboard 9

**Course Description:**

This is a writing class. You will write in and out of class. This course is designed to teach students how to master techniques for writing brisk, focused copy for the Internet and how to capture audience's attention with convincing visual and sound. You will focus on writing practices, guidelines, and re-visions. You must participate in this class through online and in class discussions and by completing assignments on deadline.

**Course Objectives:**

By the course's end, students will have skills to recognize and write crisp, captivating copy for digital media, accompany their writing with visual and audio, interview, develop and populate a blog, produce an audio story, and have the beginning of a professional portfolio of their own writing.

**Course Goals:**

- To understand and demonstrate writing for digital media, students will be expected to correctly:
  - Master the creation of original digital content.
  - Create and populate a blog.
  - Identify examples of digital media writing that compels, persuades, instructs, and entertains.
  - Select sights and sounds to enhance their writing.
- To see themselves as writers, students will be able to:
  - Freewrite
  - Brainstorm
  - Prepare questions and perform interviews, research and observation to tell compelling stories.
  - Revise their own work
  - Participate in writers' workshops to give and receive constructive criticism.
- To develop the critical skills needed in today's world of global communication coupled with succinct writing using visual and audio, students will:
  - Watch a daily, national newscast and read a daily or weekly mainstream news platform (either hard copy or online.) Some suggestions include: *New York Times*, *CNN*, *Wall Street Journal*, *Politico*, *Los Angeles Times*, *Chicago Tribune*, *CBS/NBC/ABC Nightly News*, or *local Odessa/Midland newscasts*.
  - Stay abreast with civic affairs and pass pop quizzes I will give.

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**Course Philosophy:**

Writing is both an art and craft. It's an **active** process that you must practice on a daily basis. You learn to write well by writing, reading and re-writing. This is a hands-on class, which means students are expected to:

- Understand and experience ideas as they relate to their own and others writing (rather than memorize facts).
- Be prepared for class. This commitment is demonstrated by reading the assigned chapter **prior** to the beginning of class, completing all course assignments by deadline, and attending 85% of classes that translates in three (3) or less absences.
- Participate in class lectures by speaking, writing, and giving and receiving constructive feedback.

**ADA Needs:**

Sul Ross State University is committed to equal access in compliance with the Americans With Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact the Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is P.O. Box C-171, Sul Ross State University, Alpine, Texas 79832. Telephone: 432-837-8203.

**Attendance:**

You are expected to attend every class, and are therefore responsible for everything that occurs in each class. You are responsible for knowing all announcements, lecture material, assignments, and class schedule modification that include required reading for subsequent classes. If you must be absent, it is your responsibility to obtain the necessary information. Attendance is essential for your success in this class and excessive absences will reflect in a grade deduction. Attendance will be recorded during each class session. If you miss a class for any reason (school-related, family emergency, illness, etc.) documentation must be provided. If you know you are going to miss a class, notify me ahead of time. Excessive absences may result in being dropped from the course with a grade of "F" per Sul Ross State University policy.

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*Daily Schedule (subject to change at any time throughout the semester)*

Tuesday, August 26, 2014 – First Class Day  
Review Syllabus and Introductions and Self-Reflection  
Homework – Read Start Here, Watch or Read news

Thursday, August 28, 2014  
Discuss Start Here, News in 140 characters or less, What are you reading and writing? Why?  
Homework – Chapter 12 – Writing Blogs and Brainstorm Ideas for Blog

Tuesday, September 2, 2014  
Chapter 12 Discussion, Blog Discussion and Creation  
Homework – Chapter 1 – All You Really Need to Know, Watch or Read news

Thursday, September 4, 2014  
News in 140 characters or less, Chapter 1 Discussion, Elevator Pitch (p. 5)  
Homework – Read Chapter 2 – Best Practices for writing for the Web

Tuesday, September 9, 2014  
Initial Profile Created and First Blog Post Due, Chapter 2 Discussion  
Homework – Watch or Read news

Thursday, September 11, 2014  
News in 140 characters or less, Write a story about a recent event in your life (p. 16)  
Homework – Read Chapter 3 – Working with Images

Tuesday, September 16, 2014  
Chapter 3 Discussion, Scrutinize your favorite's images (p. 35)  
Homework - Watch or Read news

Thursday, September 18, 2014  
News in 140 characters or less, Photo Story (p. 44)  
Homework – Read Chapter 10 – A Refresher on the Rhetorical Modes

Tuesday, September 23, 2014  
Blog Post Due, Chapter 10 Discussion, I have three passions (p. 120)  
Homework - Watch or Read news

Thursday, September 25, 2014  
News in 140 characters or less, Late (p. 126), Compare Songs (p. 126), Try this (p. 123)  
Homework – Read Chapter 4 – Adding Motion

Tuesday, September 30, 2014  
Chapter 4 Discussion, Try This (p. 48)  
Homework - Watch or Read news

Thursday, October 2, 2014  
News in 140 characters or less, Storyboarding (p. 56)  
Homework – Read Chapter 5 – Adding Sound

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Tuesday, September 7, 2014

Blog Post Due, Chapter 5 Discussion, Try This (p. 59)

Homework - Watch or Read news, Try this (p. 60)

Thursday, September 9, 2014

News in 140 characters or less, Discuss Try This findings, Prepare Interview Questions (p. 67), Stage Questions (68), Plan a Podcast (71), Interview for a Story (70)

Homework – Read Chapter 6 – Writing Nonlinear, Interactive Stories, Audio Story (p. 71) Due Thursday, September 23

Tuesday, September 14, 2014

Chapter 6 Discussion, Try this (p. 80)

Homework - Watch or Read news

Thursday, September 16, 2014

News in 140 characters or less, Fractured Fairy Tale (p. 82)

Homework – Read Chapter 7 – Writing Succinctly

Tuesday, September 21, 2014

Blog Post Due, Chapter 7 Discussion, Six-word novel (p. 91), Review Your Work So Far (p. 88)

Homework - Watch or Read news, Finish Audio Story

Thursday, September 23, 2014

News in 140 characters or less, Audio Story Due, Listen to Stories

Homework – Read Chapter 8 – Writing with Style and Good Grammar

Tuesday, September 28, 2014

Chapter 8 Discussion, A Rule I Intentionally Break (p. 106), Grammar Discussion

Homework - Watch or Read news

Thursday, September 30, 2014

News in 140 characters or less, Netiquette (p. 106)

Homework – Read Chapter 9 – Telling a Good Story

Tuesday, November 4, 2014

Blog Post Due, Chapter 9 Discussion, Try This (p. 108)

Homework - Watch or Read news

Thursday, November 6, 2014

News in 140 characters or less, Try This (p. 109), Short Story (p. 116)

Homework – Read Chapter 11 – Writing Instructions

Tuesday, November 11, 2014

Chapter 11 Discussion, Try This (p. 130)

Homework - Watch or Read news, Instructions

Thursday, November 13, 2014

News in 140 characters or less, Instructions Due

Homework – Read Chapter 13 – Revision

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Tuesday, November 18, 2014

Blog Post Due, Chapter 13 Discussion, Select piece for re-envision your work  
Homework - Watch or Read news, Re-envision your work

Thursday, November 20, 2014

News in 140 characters or less, Share re-envisions

Tuesday, November 25, 2014

Blog Post Due, Freewriting

Thursday, November 27, 2014 – Thanksgiving Holiday, No Classes

Tuesday, November 2, 2014

Peer Reviews, Revisions and Completions

Monday, December 8 through Thursday, December 11 – Finals Week

Tuesday, December 9 at 10:15am

Complete Blogs and Story Portfolio to present to peers

## Fall 2014 – Final Exam Schedule

*Final examinations in Laboratory and Physical Education activity courses will be given during the last class period of the semester.  
For times not listed, consult with your instructor.*

For Classes Meeting on:	Exam Date and Time will be:
<b>Monday/Wednesday/Friday</b>	<b>Monday, December 8</b>
8 a.m.	8 a.m.
10 a.m.	10:15 a.m.
1 p.m.	12:30 p.m.
3 p.m., 3:30 p.m.	3 p.m.
Monday Night Classes	6 p.m.
<b>Tuesday/Thursday</b>	<b>Tuesday, December 9</b>
9:30 a.m.	8 a.m.
11 a.m.	10:15 a.m.
2 p.m.	12:30 p.m.
3:30 p.m., 4 p.m.	3 p.m.
Tuesday Night Classes	6 p.m.
<b>Monday/Wednesday/Friday</b>	<b>Wednesday, December 10</b>
9 a.m.	8 a.m.
11 a.m.	10:15 a.m.
12 p.m.	12:30 p.m.
2 p.m.	3 p.m.
Wednesday Night Classes	6 p.m.
<b>Tuesday/Thursday</b>	<b>Thursday, December 11</b>
8 a.m.	8 a.m.
12:30 p.m.	10:15 a.m.
1 p.m.	12:30 p.m.
Thursday Night Classes	6 p.m.