

Fall 2015

AADM 6246

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ARTS TECHNOLOGY OVERVIEW

University of New Orleans • AADM 6246 • Fall 2015 • MH 311

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COURSE DESCRIPTION

The plow, the fork, the steam engine, the typewriter, the smartphone: each of these technological innovations has dramatically affected the way we live and the way we do business. Almost without exception, the people and companies that have stayed abreast of such advancements have been the leaders in their industries.

Most of today's business innovations use computers (including smartphones and tablets) for communications, data management, customer/donor relations, and other essential services. Over the course of this semester, you'll learn some of the underlying concepts behind much of contemporary technology; you'll also be introduced to some of today's industry-standard software. The course assumes the eventual obsolescence of that software, but it also assumes that the next generation of programs will be modeled on their predecessors. In other words, even though you may not use these exact programs when you enter the workplace, you'll probably be using software so similar that the skills you acquire here will transfer.

At the end of the semester, you should have a grasp of the following:

- General understanding of internet structure
- Familiarity with image manipulation software
- Familiarity with HTML and some additional scripting languages
- Familiarity with website-building tools, primarily Wordpress
- Familiarity with the web and print publishing process
- Familiarity with social media
- Familiarity with third-party applications and marketing tools

TEXT

There is no textbook for this class. However, we will use news aggregators to keep track of numerous technology blogs, including *Mashable*, *CNET*, *Engadget*, and the *New York Times*. Feedly is probably simplest aggregator to use, though there are many, many others, including the Flipboard app. Keeping up with tech news will be crucial to the "class participation" component of your grade. (See below.)

STRUCTURE

Working in teams, you will create an arts organization from scratch. Using the technological tools discussed in class, you will prepare everything needed to launch this organization, including: an overview for board members or investors; a range of promotional materials; and a plan for communicating with customers and/or donors.

You will have three class projects, all of which are explained in greater detail below:

1. A **pitch presentation/slideshow** (15% of grade)
2. A **mid-term project** (25% of grade)
3. A **final project** (40% of grade)

The remaining 20% of your grade is based on your participation in class.

PITCH/PRESENTATION

For this assignment, your team will present a slideshow/deck about your new nonprofit using PowerPoint, Prezi, or another presentation application. You and your partner will present your deck to the class as if you were pitching us on the start-up. You can think of us as potential board members, seed funders, or some other group, but the pitch should have a clear angle. You should include figures from your projected annual budget and plenty of persuasive arguments about why we should support your organization. Because this will be done in the UNO computer lab, which has a projector connected to my desktop PC, your presentation app will need to work on the Microsoft operating system. It's possible to run your presentation off a tablet or Mac, but there are no guarantees. **Time limit: 10 minutes max.**

MIDTERM PROJECT

For the midterm, your team will create a total of four items for print and/or the web (e.g. a business card, a postcard, a brochure, a website banner, a rack card, a customer loyalty card, etc.). You will also submit a short, one-page summary explaining why you chose the pieces that you did and how they fit your organization. I don't expect your design skills to be perfect. I'll be looking mostly for thoughtfulness and consistency. **Please submit this project as a single PDF.**

FINAL PROJECT

You will publish a website about your organization. In addition to the landing page, there should be no fewer than six additional sections — for example, an "About Us" page, a "Contact Us" page, a calendar of events, etc. You will also be required to integrate at least one third-party application into your site (e.g. a Facebook badge, a Twitter stream, etc.). You will be graded on design, functionality, and content. You may build your site by hand or by using a CMS like WordPress, Blogger, or Tumblr.

GRADING

I will evaluate all work numerically, on a scale of 1–99. On this scale, 90–99 is considered an "A", 80–89 is a "B", and so on. At the conclusion of the class, your grades will be properly weighted and converted to a letter grade.

CLASS PARTICIPATION

This is a graduate-level class, and as a budding professional, you are expected to participate in all class discussions. Furthermore, attendance records will be maintained on each student. Absences are strongly discouraged, and after the first occurrence, absences will adversely affect your grade. Specifically, you will be penalized three points on your final grade for each absence beyond the first (e.g. a second absence would bring a 90 average down to an 87). You must communicate with me prior to class if an absence is anticipated. **Note, however, that simply telling me that you're going to miss a class doesn't mean that it's an excused absence; unless I say otherwise, it will still count against your final grade.** Reports, presentations, papers, and projects must be turned in on time unless an exception is obtained before the due date.

The one exception to this rule is Rosh Hashanah on Monday, September 14th. If you plan to be absent that evening, you'll need to inform me ahead of time. Missing this class will have no effect on your final grade; however, there will be a make-up assignment.

In addition to our class discussions, we will also discuss news items, articles, arts organizations, and products in an online forum. This may take place on Moodle or in some other milieu, like Facebook, depending on what we decide as a class. **You will be required to post at least one article to the forum per week.** Failing to do so will have a negative impact on your participation grade.

Also, I understand the temptation to use cell phones and check email while in class. However, those actions are distracting to me, and they're definitely distracting to you. **Please set all phones to vibrate, and to minimize temptation, do not sit on the outer rows.**

EXTRA CREDIT

For extra credit, you may write a 6 - 8 page paper that includes the following:

- A summary of "web 1.0", with examples of sites/applications
- A summary of "web 2.0", with examples of sites/applications
- Your projections for the future of the web, based in part on the sites and applications you enjoy

This paper can add up to three points to your final average. For example, if your grades average to be an 87 — which would be a B — and you write an excellent paper, you would receive a 90 for the class, which translates to an A.

Other topics may be considered on a case-by-case basis.

ACADEMIC INTEGRITY

Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at www.studentaffairs.uno.edu.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to www.ods.uno.edu.

Please note: the content of this syllabus is subject to change.

BASICS

- 8/24 Introductions + overview + setting up an RSS reader
- 8/31 A tour of Microsoft Office (especially Excel, PowerPoint)
- 9/7 **LABOR DAY HOLIDAY: NO CLASS**
- 9/14 **ASSIGNMENT #1: In-class presentations**

PHOTOGRAPHY + DESIGN

- 9/21 Photoshop 1 (cropping, color, levels)
- 9/28 Photoshop 2 (building layered images, publishing to web and print)
- 10/5 InDesign 1 (working with images, text, color)
- 10/12 InDesign 2 (intricacies of preparing for print)
- 10/19 **ASSIGNMENT #2: Midterm project**
HTML 1 (overview of basics of text format and image placement)
- 10/26 HTML 2 (tables and other tags)
- 11/2 Dreamweaver + CMS options: Tumblr, Blogger, Wordpress

DEVELOPMENT + MARKETING + ODDS & ENDS

- 11/9 Donor management systems
- 11/16 Direct email + advertising + operating in the cloud and on the go
- 11/23 Social media + geolocation + apps + event management + other marketing tools
- 11/30 The technology of tomorrow + the workplace of tomorrow + what you should know

FINAL

- 12/7 **ASSIGNMENT #3: Final exam**