

## DIGITAL WRITING

WRCR6220

### Course Outline (online)

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#### Description:

Find your audience, promote your work and monetize your writing. Learn how to build online platforms to find new readers or clients online. This course is designed for all writers new to the digital environment, and the principles and methods taught are useful to creative professionals and digital entrepreneurs.

#### Course Goals:

The goal of this course is to enable students to write and promote their own work in an online environment.

#### Topics:

- Social media strategy
- Search engine optimization
- Blogging
- Copyright law

**Recommendations:** Come prepared to share your writing, opinions and perspectives with the class. All that is required is a little creativity and curiosity.

**Course Objectives:** At the completion of this course, the student will be able to:

- identify resources and techniques for promoting your work online
- produce effective promotional content for websites and social media
- analyze and discuss legal issues effecting writers in a digital arena
- implement digital promotion programs

**Texts:** TBA

#### Evaluation:

##### 1. Quizzes

At the end of sessions 4 and 8 there are review quizzes. They are quick multiple-choice questions which will help you review the material you studied within the session.

30 percent of your final mark

##### 2. Discussion

At the end of sessions 2, 4, and 6 discussion questions will be posed. You will have to research, analyze and formulate an opinion about a specific subject. You will post your position (no more than 200 words) in a discussion area. You will also be marked on responses and comments that you post about your classmates' positions.

30 percent of your final mark

##### 3. Peer workshop

At the end of each session, three or more students will post material for feedback from the class. This can be an excerpt (no more than 1,000 words) of your writing or a question or challenge you are facing regarding your work. Students could also create a video and post a link in the workshop area. The video

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would describe what they want feedback on. Students will be marked on the feedback and helpfulness in answering questions that have been posted.

You will be asked to sign up for the workshop and send your excerpt/question/challenge/video to the instructor. First come, first serve.

30 percent of your final mark

#### 4. Participation

Students will be marked on their level of participation in the class which will include discussions and posting comments and responding to their classmates' postings.

10 percent of your final mark

#### Notes on assignments (papers and reports):

- Must have a clear focus
- Must present ideas in a logical and well thought-out flow
- Arguments, analysis and conclusions must be based on clearly identified research and sources
- Must cite all references from other sources
- Must be in paragraph format
- Must be double-spaced, and typewritten
- Must follow APA style

#### Grading:

A+	90-100	One could scarcely expect better from a student at this level
A	80-89	Superior work which is clearly above average
B	70-79	Good work, meeting all requirements, and eminently satisfactory
C	60-69	Competent work, meeting requirements
D	50-59	Fair work, minimally acceptable
F	below 50	Fail

#### Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

#### Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

#### Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism

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detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com ( <http://www.turnitin.com>).

## **How often will the instructor communicate with me?**

The instructor will be in communication at least once per week with students.

## **Policy on Late Assignments:**

Marks will be deducted from late assignments. Two percent per day will be deducted from the assignment, including weekends, up to a maximum of 10 days, after which assignments will not be accepted and a grade of zero will be assigned unless documentation for accommodation has been provided in advance.

## **When will I receive my grades?**

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

## **How do I hand in assignments?**

All assignments will be submitted electronically through OWL using the assignment tool or posted in the forum. The instructor will indicate the appropriate method of submitting the work when it is assigned. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor and arranging an alternate method of delivery (e.g. e-mail attachment) for the assignment.

## **Course Schedule:**

- Introduction and promotion strategies
- Writing for the web and building websites
- Social media
- Blogging and podcasts
- Search engines, and search engine optimization
- Creating media rich environments - video, animation and ebooks
- Making money as a writer
- Copyright, identity theft and dark web

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