

Bachelor on Communication and Media Studies  
 course “Managing Online Content”  
 acad. year 2012-2013, Spring semester

### COURSE DESCRIPTION

course title	Managing Online Content seminar
teaching hours and ECTS credit units	3 teaching hours per week 5 ECTS credit units
course webpage	<a href="http://eclass.uoa.gr/courses/MEDIA151">http://eclass.uoa.gr/courses/MEDIA151</a> (registration credentials available by the course instructor)
instructor	Dimitris Gouscos, Assistant Professor, Faculty of Communication and Media Studies, University of Athens
contact data	email : <a href="mailto:gouscos@media.uoa.gr">gouscos@media.uoa.gr</a> webpage : <a href="http://www.media.uoa.gr/~gouscos">http://www.media.uoa.gr/~gouscos</a> office : Stadiou 5 building, room 707 student hours : upon prior contact by email
teaching support	teaching of this course is supported by the Laboratory of New Technologies in Communication, Education and the Mass Media (NTLab, <a href="http://www.media.uoa.gr/ntlab">http://www.media.uoa.gr/ntlab</a> ) of the Faculty of Communication and Media Studies, University of Athens
subject and objectives of the course	the subject of this course is to present theoretical background, methodology principles, state of the art examples and technical tools with respect to the development and management of digital content over the internet; focus is placed on social media and social networks  the objectives of the course are to provide students with (a) knowledge background for concepts and theory (b) practical skills for development and evaluation (c) practical skills for reporting desk- and field-level research work with respect to digital content over the internet
instructional activities	- lectures on theory topics - study of the suggested textbooks - optional study of suggested readings

	<ul style="list-style-type: none"> <li>- hands-on laboratories on tools for developing digital games and digital stories</li> <li>- practical assignments on the development of digital games and digital stories</li> </ul>
suggested textbooks	<p>students attending this course can select one of the following textbooks, based on their specific interests :</p> <p>In the New Media – Social Media Marketing Arsenis Paschopoulos   Klidarithmos Publications, 2010 (in Greek)</p> <p>Webpage Design: Theory &amp; Practice Ioulia Ikononou   Nexus Publications, 2010 (in Greek)</p>
hands-on laboratories	<p>during the 10 hands-on laboratories of this course, the following modules are presented :</p> <ul style="list-style-type: none"> <li>- google tools (google groups, docs, sites, add-ons)</li> <li>- social networking media (facebook, twitter, youtube)</li> <li>- user-generated content (blogs, wikis, word and tag clouds)</li> <li>- collaborative mind-mapping (concept maps, debate graphs)</li> </ul>
meeting hours and room	<p>Monday, 9.00 am - 12.00 pm</p> <p>Kalamiotou 2 building, 2<sup>nd</sup> floor</p>
time schedule of meetings	<p>students arrive by, course begins at : 9.30 am</p> <p>1<sup>st</sup> part : 9.30 – 10.45 am, 15' break, 2<sup>nd</sup> part : 11.00 am – 12.00 pm</p>
calendar of meetings	<p>M1, M2 (introductory lectures)</p> <p>M3, M4, M5, M6, M7, M8, M9, M10, M11, M12 (hands-on laboratories)</p> <p>M13 (recapitulation and overview)</p>
mandatory attendance	<p>attendance of all course meetings is mandatory</p> <p>student absence can be excused only in cases of force majeure, subject to a limit of at most 3 non-attended meetings</p>
evaluation of student performance	<p>evaluation of student performance is based</p> <ul style="list-style-type: none"> <li>- by 50% on the realization of hands-on exercises, during the laboratories</li> <li>- by 50% on the realization of assignments for developing digital content</li> </ul>
hands-on exercises	<p>in each one of the 10 hands-on laboratories of the course</p> <ul style="list-style-type: none"> <li>- in the first part of the laboratory, some tools are presented for developing digital games and digital stories</li> <li>- in the 2<sup>nd</sup> part of the laboratory attending students are asked to create some digital content, using the tools presented</li> </ul> <p>these 10 hands-on exercises are assigned on an individual basis, they are delivered and</p>

	evaluated during the hands-on laboratories, and altogether account for 50% of the final grade
digital content development assignments	<p>for each one of the 4 laboratory modules of the course, each attending student is assigned a corresponding project to develop digital content using the tools presented in this module</p> <p>realization of these assignments is based on</p> <ul style="list-style-type: none"> <li>- a common subject for which digital content is developed in all 4 assignments; this subject is determined by each attending student based on his/her own interests, and</li> <li>- a set of contacts (at least 6 people), who are also determined from each attending student and are able to contribute with comments and evaluation of the digital content developed, as third users</li> </ul> <p>the 4 digital content development assignments are individual, they are presented and delivered by all attending students in the course examination date (1<sup>st</sup> or 2<sup>nd</sup> period), and altogether account for 50% of the final grade</p> <p>the evaluation criteria for these assignments comprise :</p> <ul style="list-style-type: none"> <li>- the technical, functional and aesthetic quality of the digital content that has been developed, and</li> <li>- the extent of interaction with third users (visits, comments, evaluation, subsequent improvements) that has been achieved</li> </ul>
pre-requisite courses and background knowledge	<p>attendance of the “Design, Development and Management of Digital Communication” course in the Winter semester serves to better contextualize and comprehend course “Managing Online Content” in the Spring semester, without being officially pre-requisite</p> <p>technical skills pre-requisite to attendance of this course are limited to familiarity with personal computers, application software (e.g. word processing, presentations) and internet browsing</p> <p>some of the tools used for the hands-on laboratories and assignments may be available only in English versions</p> <p>suggested readings come from their biggest part from non-Greek literature</p>
other requirements	<p>for the practical needs of the hands-on laboratories, attending students are asked to preferably bring and use their own laptop computers</p> <p>students who are not able to do so for any reason, can still make use of the desktop computers available in the course room</p>