CLAS 494: Digital Literacies for Internships and Employment

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COURSE DESCRIPTION:
This 2-credit course will cover the fundamentals of digital literacy to help students participate more fully in global, digital economies of language, learning, and employment: we will translate the "soft skills" of a liberal arts education into "concrete" examples of digital competence. Students will:
- create discrete products with the tools of the modern work environment: MsWord, Google Docs, Pages, Excel and Data Visualization, Video and Audio recording and editing;
- curate these products in a digital portfolio and resume (designed in WordPress);
- publish and publicize their work through the professional use of social media.

REQUIRED RESOURCES:
Microsoft Office Suite (MS Word, Excel, PowerPoint) (free)
      -- available free for download via Instructional Technologies and Services (I&TS)
Audacity (free)
      -- free audio editing software(http://www.audacityteam.org)
iMovie
      -- video editing software available for use in the Design Lab computers
WordPress (free)
      -- free account provided through PLU's Cornerstones program
Social Media accounts (free)
      -- to be constructed during the course
Paul Kinley, *Data Analytics for Beginners* (2016)
      ISBN 9781539896739
      $2.99 on Amazon, free for Kindle

INTEGRATED LEARNING OBJECTIVES[1]

- Ability to use digital software to enhance expression and communication
  - o Basic Facility with
    - multiple word processing softwares, including MS Word, Google Docs, and Pages
    - MS Excel
    - basic audio and video editing software
    - WordPress
    - Social Media: LinkedIn, Twitter, and FaceBook
- Ability to understand, analyze, and visualize data
  - o Basic facility with MS Excel for data visualization
    - Data entry and spread sheets
    - Basic formulae
    - Charts in Power View: line, bar, column, area, scatter, maps, etc.
    - Time charts as animations
- Ability to use design critically
  - o Basic facility with Audacity
    - Designing an audio presentation by scripting, recording, editing, and publishing a podcast
  - o Basic facility with iMovie (or alternate video software)
    - Designing a video presentation by selecting content, filming, editing, and publishing a formal address
  - o Basic facility with WordPress
    - Designing a personal website for a professional audience
    - Designing an electronic portfolio and resume for a professional audience
- Ability to work in groups
  - o Producing edited audio and video
  - o Collaborating to review and improve individual assignments (workshopping)

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[1] Adapted from Jeffrey Schnapp, *A Short Guide to the Digital_Humanities*
http://jeffreyschnapp.com/wp-content/uploads/2013/01/D_H_ShortGuide.pdf

COURSE REQUIREMENTS:

CLASS ATTENDANCE, PARTICIPATION, AND PROFESSIONALISM (10% -- more than two unexcused absences will be penalized)

This is a small course aimed helping you to transfer your skills and knowledge from the classroom into the public world. The course is also short: it earns two credits, meeting twice per week for seven weeks. As such, the course relies on your full participation: you must be present physically and mentally. The more you put in, the more you and your classmates will get out.

Throughout this class, each student will be expected to attend class (arriving on time and leaving at the close of class) and to have prepared the material for the day. **Participation is crucial and it includes preparation (reading and studying the assigned texts), contributing regularly to classroom discussions (asking questions, offering your perspective, helping to create an atmosphere of charity and fair exchange), and being a valuable member of your assigned group (carrying your weight, contributing, offering suggestions and comments).**

Because of the critical nature of classroom attendance to your success in this class, **each student will be forgiven only two unexcused absences**. Thereafter, your grade may be lowered one-half step for each unexcused absence. **If you must miss a class, you must contact me prior to the beginning of that class in order to receive an excused absence (except in the case of emergency).** In addition, if you must miss any classes for school- or sports-related functions, I will need a copy of your schedule by the second week of class. In the case of emergency, please contact me as soon as practicable and I will attempt to work something out with you. If you foresee an attendance problem, please speak with me as soon as possible.

Summary of Grades (see below for detailed breakdown)

Professionalism		10%
Assignments		90%
Word Processing	5%	
Data Visualization	10	
Podcast	15	
Video Presentation	15	
WordPress	20	
Resume	10	
Social Media	15	

PROFESSIONALISM AND CLASSROOM BEHAVIOR 10%

A good learning environment requires civil and respectful behavior among all involved. In order for everyone to get the most out of this course, it is important to keep in mind the following:

- You must be in your seat and ready to begin class on time. This includes having prepared the homework.
- Questions and comments must be relevant to the topic at hand.
- Packing up your belongings prior to the end of class is disruptive and disrespectful to those around you and to the instructor.

Computers and Cell Phones:

- Computers are an integral part of this course. They should be used appropriately to engage with the tasks at hand. Computer misuse distracts not only the person goofing off, but also all those nearby. Have integrity.

- Cell phones are a scourge upon all that is fair and decent in the world. Every time you check your phone, receive a text, or hear it ring in class, your carbon footprint triples, a jellyfish stings a child at the beach, and a sinkhole swallows a puppy, respectively. They are to be turned off during class periods unless you are expecting an emergency call. In that case, let me know the situation at the start of class.

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ASSIGNMENTS 90%

Word Processing   5%

How do you make your documents accessible? Here we will compare three major word processing programs: MS Word, Google Docs, and Pages (Mac). We will cover intermediate and advanced formatting techniques in MS Word. We will then consider the advantages and disadvantages of each, how to convert between them, and what data/formatting is lost in conversion between formats. See the assignment sheet for more details.

Data Visualization   10%

What can data visualization reveal? Here you will enter a data set into Excel. (Data sets will be provided for you, although you are welcome to substitute your own if you have a particular project in mind.) You will then use Excel to visualize the data set in multiple formats, select the one that best expresses the data's significance, and explain why that format is a better choice than others. Students will the best visualizations for different publication formats (1 page printed, multiple pages printed, and website) and will include explanations of the data appropriate to each format. Students are encouraged to consider how they might apply this tool to assignments in other courses. See the assignment sheet for more details.

Podcast   15%

In groups of two, you will create, record, and upload a podcast to Soundcloud, from where you will be able to embed it easily in a website. For this podcast, you will choose an "issue" or topic you have critically examined in one of the courses in your major and consider how it applies to the contemporary world. "Issues" may be understood broadly: have you critically examined justice, diversity, or sustainability, for example? What are the different perspectives on your issue (understood charitably)? See the assignment sheet for more details. Alternate versions of the assignment are available in response to student interest.

Video Presentation   15%

In groups of two, you will record and upload a presentation to Sakai, YouTube, or another video hosting site of your choice. While you may record any presentation (including one of your own), you are encouraged to find a friend who would like to reprise their capstone so that multiple stakeholders may benefit from the recording. See the assignment sheet for more details and other options.

WordPress   25%

Each student will receive their own WordPress account. You will create a personal page, upload the assignments from this class (as well other products you may have from your other courses and activities), curate the content and learn basic design principles. Instruction will include how to migrate the complete WordPress site and its contents to a personally-owned site after graduation. See the assignment sheet for more details.

Resume and Cover Letter   10%

With the help of Career Connections, students will design and compile their own digital resume. In addition to work history, the resumes will have a special emphasis on skills and evidence; they will make full use of WordPress. Students will also compose a generic cover letter that can be used as a base for future internship and job applications.

Social Media   15%

We will look at the public Twitter and Facebook feeds of several scholars, career professionals, and institutions institution, analyzing the ways in which they present themselves publicly. Students will write an analysis of three social media accounts (including at least two from the same medium). See assignment sheet for more details.