

Blogging Assignment Sheet

ATEC 2322: Fall 2010

Purpose:

- To help students enter into the larger community of emerging media scholars.
- To give students practice in writing for an outside audience.
- To seed ideas for class discussion, presentations, and the final paper.

Background:

As you probably already know, the blog genre covers a wide range of topics, from fashion and cooking, to politics and journalism. Your blog will be an academic, or scholarly blog. It will address the topics we are reading about and discussing in class, as well as topics that you find elsewhere and decide are relevant to the class. That said, your blog is written for a wide audience and as such, you should avoid overloading your posts with academic jargon. The goal is for the blogs to enhance the classroom community, as well as to extend discussion beyond the walls of our class.

The Specs:

- Due once per week at 11:59pm (see due dates below).
- Minimum 250 words in each post. If you have blogs for other purposes and other classes, you may not use them here. You must begin a new blog and write a new post each week.
- Unless otherwise noted, the blog should engage with the week's readings and class discussion, or address major news and developments in the field. You might expand on a point of interest, present an argument in support of or against one of the weeks' authors, or reflect upon the readings and discussion in relation to a specific outside reading, experience, or object. If addressing news or developments, be sure to do more than simply parroting announcements. Think about why a development is interesting or exciting.
- Thoughtful response to the blogs of your classmates. There is no minimum word count here, but use your judgment. Comments such as "great job!" or "cool idea!" lack substance. Try to mix it up so you are responding to a few different people each week. All course blogs will be listed on the main course site at <http://kimknight.com>
- The blog should be reflective of your personality – have fun choosing themes, adding images, etc. At the same time, keep in mind that this is part of the development of your professional identity.
- Your blog should be about more than gracing the world with your ideas. Don't get me wrong, that is a major part of it. However, the blog is part of a larger discourse community as well as an archive of your ideas. A fully-developed blog includes links to other blogs, sites, resources, etc. and utilizes categories and other organizational tools.

Technical Support:

- For a list of free blog hosting, visit <http://mashable.com/2007/08/06/free-blog-hosts/>
 - Blogger and Wordpress are probably two of the most commonly-used platforms.
- Certain weekly assignments may require that you upload videos, files, insert links, etc. Check the help files for your blog engine for assistance in these areas.

Grading:

The Blog Assignment is worth 20% of your final grade.

Your blog will be graded on the following criteria:

- Completion of blog posts on time, in accordance with the minimum word count.
- The quality of ideas and quality of writing in your blog posts.
- The quality of your responses to your classmates.
- The construction of a fully-realized blog with links, categories, etc.

Timeline and Due Dates:

Unless otherwise noted, the assignment is to engage with the class readings and discussions.

You will be given more information on tasks in class each week.

- Friday, August 27 – Set up blog, with an introductory post. Email link to Kim.
- Friday, September 3
- Friday, September 10 – Embed a quote
- Friday, September 17 – Use a trackback link
- Friday, September 24 – Edit a Wikipedia article.
- Friday, October 1
- Friday, October 8 – 40 minutes of uninterrupted reading
- Friday, October 15 – One week without Facebook
- Friday, October 22 – Video blog
- Friday, October 29 – Pan-and-Zoom
- Friday, November 5
- Friday, November 12 – Use a creative commons image
- Friday, November 19 – Review a digital art object or collection
- Friday, November 26
- Friday, December 3