



makeCalgary Talk

EVDS 683.45 H(3-0)

PF 3177

Lance Robinson

lance.robinson@gmail.com

403 828 7797

Winter 2014

Introduction

makeCalgary Talk is an ongoing experiment in design-based communication. The original class was started in January 2013 as a directed study that developed a blog: **makeCalgary.com** and twitter feed: **@makecalgarytalk**. Now in its third semester this class brings students from all disciplines of EVDS together to engage Calgarians in discussions around cultural, design, political, and social issues. This semester's class will pay special attention to Calgary's City Council, new design projects in the city, and will utilize and expand our existing blog and social media platforms to initiate various conversations about the current and future state of Calgary.

Students do not need to have a journalism background, just a sense of curiosity, a smartphone, and a willingness to push send and see what happens. **However, this class does require students to have strong written and verbal communication skills.** The course will be set up around the group's schedules, but you should be willing to commit to 3 hours of a class time per week.

Objectives

1. To understand the foundations of design based communication
2. To acquire skills in social media based community engagement
3. To develop skills necessary to work in an interdisciplinary environment
4. To maintain the existing audience of makeCalgary Talk, while also expanding our social media following

Teaching Approach

The course is concerned with maintaining and developing new content for the makeCalgary Talk blog, and corresponding social media accounts. Each week the class will discuss perspective stories for publication. In addition field trips to City Council meetings and interviews with relevant newsmakers will be scheduled.

Content for the blog is developed from four streams:

1. Pic and Post- picture(s) and a short paragraph write up
2. Long form- a multi-week research/interview based 750 word max piece
3. 30sec video- short video- highlighting a specific issue
4. 60sec video- long video- news maker feature interview

Content for @makeCalgarytalk is developed from two streams

1. Unique tweet- highlighting a specific issue/engaging our followers with a question
2. Retweeting of a relevant tweet to our followers

Schedule

During our first class we will select weekly meeting times that work with the group's schedule. This class will meet on those days for 90 minutes. **Our on campus meetings will be held in PF 3177.** The locations of our off campus meetings will be determined as needed.

Means of Evaluation

This is a graded course. Your grade will be determined based upon a group decision as to what the minimum weekly production standard will be. This discussion will take place on the first day of class. The site should have, at a minimum, eight pieces of new content per week. This means that students can tailor their participation in the development of new content based upon their personal schedules. However, the success of this course is based upon a collaborative effort, and everyone involved in the class plays a key role in the makeCalgary Talk process!

Final grades will be reported as letter grades, with the final grade calculated according to the 4-point range.

Grade	Grade Point Value	4-Point Range	Percent	Description
A+	4.00	4.00	92.5-100	Outstanding - evaluated by instructor
A	4.00	3.85-4.00	85-92.49	Excellent - superior performance showing comprehensive understanding of the subject matter
A-	3.70	3.50-3.84	80-84.99	Very good performance
B+	3.30	3.15-3.49	76-79.99	Good performance
B	3.00	2.85-3.14	73-75.99	Satisfactory performance
B-	2.70	2.50-2.84	70-72.99	Minimum pass for students in the Faculty of Graduate Studies
C+	2.30	2.15-2.49	66-69.99	All final grades below B- are indicative of failure at the graduate level and cannot be counted toward Faculty of Graduate Studies course requirements.
C	2.00	1.85-2.14	63-65.99	
C-	1.70	1.50-1.84	60-62.99	
D+	1.30	1.15-1.49	56-59.99	
D	1.00	0.50-1.14	50-55.99	
F	0.00	0-0.49	0-49.99	

Notes:

- A student who receives a "C+" or lower in any one course will be required to withdraw regardless of their grade point average (GPA) unless the program recommends otherwise. If the program permits the student to retake a failed course, the second grade will replace the initial grade in the calculation of the GPA, and both grades will appear on the transcript.

Readings

Students should keep up to date with local media sources such as newspapers, TV and radio news, and social media such as twitter. A basic understanding of Calgary's design based issues and the newsmakers are vital to being able to contribute to a public discussion about them.

Notes:

1. Written work, term assignments and other course related work may only be submitted by e-mail if prior permission to do so has been obtained from the course instructor. Submissions must come from an official University of Calgary (ucalgary) email account.
2. It is the student's responsibility to request academic accommodations. If you are a student with a documented disability who may require academic accommodation and have not registered with the Student Accessibility Services, please contact their office at 220-8237. (<http://www.ucalgary.ca/access>) Students who have not registered with the Student Accessibility Services are not eligible for formal academic accommodation. You are also required to discuss your needs with your instructor no later than fourteen (14) days after the start of this course.
3. Plagiarism - Plagiarism involves submitting or presenting work in a course as if it were the student's own work done expressly for that particular course when, in fact, it is not. Most commonly plagiarism exists when:(a) the work submitted or presented was done, in whole or in part, by an individual other than the one submitting or presenting the work (this includes having another impersonate the student or otherwise substituting the work of another for one's own in an examination or test),(b) parts of the work are taken from another source without reference to the original author,(c) the whole work (e.g., an essay) is copied from another source, and/or,(d) a student submits or presents work in one course which has also been submitted in another course(although it may be completely original with that student) without the knowledge of or prior agreement of the instructor involved. While it is recognized that scholarly work often involves reference to the ideas, data and conclusions of other scholars, intellectual honesty requires that such references be explicitly and clearly noted. Plagiarism is an extremely serious academic offence. It is recognized that clause (d) does not prevent a graduate student incorporating work previously done by him or her in a thesis. Any suspicion of plagiarism will be reported to the Dean, and dealt with as per the regulations in the University of Calgary Graduate Calendar.
4. Information regarding the Freedom of Information and Protection of Privacy Act (<http://www.ucalgary.ca/secretariat/privacy>) and how this impacts the receipt and delivery of course material
5. Emergency Evacuation/Assembly Points (<http://www.ucalgary.ca/emergencyplan/assemblypoints>)
6. Safewalk information (<http://www.ucalgary.ca/security/safewalk>)
7. Contact Info for: Student Union (<http://www.su.ucalgary.ca/page/affordability-accessibility/contact>); Graduate Student representative(<http://www.ucalgary.ca/gsa/>) and Student Ombudsman's Office (<http://www.su.ucalgary.ca/page/quality-education/academic-services/student-rights>).