



# The University of Suwon

## YouTube Yourself

### Spring 2019 - Brett Clark

**Office Location:** International College  
**Email:** brett.suwon@gmail.com  
**Office Hours:** TBA  
**Course Format:** Online, Multimedia

### Course introduction

This course will be an introductory course in the use of technology, tools, and methods focusing on the use of YouTube. Students will study a variety of tools and topics that will assist them in enhancing their personal, professional and academic profile. The course will cover some basics of design, presentation and media creation projects and portfolios. Students will also learn about online collaboration and collective work with the use of the google apps platform. The media focus will be based on the use of smartphones as creation devices. Students will also create a basic personal website to use for this course which will be used as a digital portfolio.

Students taking this course will be given an opportunity to learn skills which can enhance their academic profile and enrich their projects and assignments for the duration of their academic career and continue into their professional careers.

### Course objectives

- Students will be able to effectively use digital tools for academic work
- Students will be able to use a variety of online tools to make a presentation of material
- Students will be able to create and use a digital portfolio
- Students will be able to use online tools for interactive experiences
- Students will be able to create basic media productions
- Students will be able to identify various social media tools and their functions

**Competencies:** Communicative / Personality / Self-directed learning / Professional / Global / Creative

### Course language

**This course is taught completely in English.** Students will need to have a good level of English to read and understand the contents and to complete the assignments.

### Course guidelines, requirements and expectations

All students must:

- use the required text/material and download or prepare any other materials required by the teacher
- act respectfully and courteously in class at all times
- place all handphones on **silent** and **do not use them** unless asked to by the teacher
- be on time and be prepared
- attend and participate actively in all classes
- complete all required readings, assignments and exams

## Required texts/materials

*YouTube for Dummies* (PDF in week 1)

**This course requires students to have a smartphone with a functioning camera and microphone as well as access to a desktop computer to use for Canvas and some projects.**

## Course website

<http://ic.suwon.ac.kr/>

## Course policies

To complete a course, students must attend at least 75% of classes. That is, if students miss a course **more than four times**, they will fail the course.

### **Lateness:**

- 3 times late = 1 absence.

### **Assessment:**

- Assessment will be by class participation, presentations, exams and written essays.
- Cheating is not tolerated and will result in an automatic F.

### **Grading:**

- Discussions: 10%
- Homework quizzes: 10%
- YouTube Slideshow: 10%
- Promotional/Advertisement Video: 10%
- Biographical YouTube Video: 10%
- YouTube News Video: 10%
- Portfolio: 5%
- Midterm: 5%
- Final: 5%
- Online attendance: 25%

In order to receive a passing grade in this course all assignments and discussions must be completed! Late submissions will only be accepted for assignments with a 10% reduction in grade for 3 days after the original due date! No late discussions accepted!

## Course Schedule: [graded assignments in red](#)

- Week 1- Professor introduction, Syllabus Overview, Course Introduction, Technical Requirements. Read: Chapter 1
- Week 2- Setting up Gmail, Google drive, YouTube, Google Sites; [Discussion 1-Student Introductions and expectations](#). Read: Chapter 2
- Week 3- Online portfolios, online tools for organization and success; [Homework Quiz 1](#). Read: Chapter 3
- Week 4- Connectivity, Sharing and syncing, Resume and Google site setup; [Discussion 2- Why is it easier to talk about someone else instead of ourselves?](#) Read: Chapter 5
- Week 5- Getting Started with YouTube broadcasting, [1st video-7 step instructional slide show](#)
- Week 6- Online vs In-class presentations, Presentation organization, [Homework Quiz 2](#). Read: Chapter 7
- Week 7- Using Media Assets, Photostory, Smartphone photography, [2nd Video- product promotion or advertisement](#)
- Week 8- Midterm
- Week 9- Audio recording, Audio Editing; [Discussion 3- Is YouTube a useful educational tool?](#)
- Week 10- Video production, Video Editing; [Homework Quiz 3](#) Read: Chapter 13
- Week 11- Organizing online media, [3rd Video Media Project - 15 second edited video biography](#);
- Week 12- Setting up your digital portfolio, resumes and other personal marketing, syncing and embedding. [Discussion 4- Is YouTube a useful professional tool?](#) Read: Chapter 10
- Week 13- Blogging; [Discussion 5- How has technology affected your chosen major or career field?](#); [Homework Quiz 4](#). Read: Chapter 8+9
- Week 14- YouTube News; [4th Video: YouTube News style broadcast](#). [Portfolio Due](#)
- Week 15- Final