



UNIVERSITI TEKNOLOGI MARA

CIT555: DESIGN FOR SOCIAL MEDIA

Course Name (English)	DESIGN FOR SOCIAL MEDIA APPROVED
Course Code	CIT555
MQF Credit	3
Course Description	This course exposes students to the necessary skills in social media planning and development. The student will be exposed the required process in social media development. This course also encourages students to work in a team and being able to produce quality ideas that could appeal to their potential clients, or employers. It is aim to produce future web developers that understand the technology used and the importance of social media development.
Transferable Skills	Familiarising social media
Teaching Methodologies	Lectures, Lab Work, Discussion, Presentation, Directed Self-learning , Computer Aided Learning
CLO	CLO1 Identify original idea that would be incorporate in the development of social media. CLO2 Design media outlet that utilizes the right design concept in social media development. CLO3 Construct their ideas to peers, superiors, or even their potential client CLO4 Explain the ideas behind social media and understanding some of the most popular social media technologies at their root.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. The Rise of the Social Web 1.1) 1.1. The Amazon Effect 1.2) 1.2. The Social Web	
2. 2. A Framework for Social Web Design 2.1) 2.1. The AOF Method 2.2) 2.2. Focus on the Primary Activity 2.3) 2.3. Identify Your Social Objects 2.4) 2.4. Choose a Core Feature Set	
3. 3. Authentic Conversations 3.1) 3.1. The Growing Alienation 3.2) 3.2. What Could it Look Like? 3.3) 3.3. The Value of Authentic Conversation 3.4) 3.4. Make the Commitment to Authentic Conversation 3.5) 3.5. Get Attention by Focusing on a Specific Community 3.6) 3.6. Keep Attention by Reacting Positively to Negative Feedback 3.7) 3.7. Dell is Well 3.8) 3.8. Caveat Venditor	
4. 4. Design for Sign-up 4.1) 4.1. What Are They Thinking? 4.2) 4.2. The Sign-up Hurdle 4.3) 4.3. Keep it Simple: the Journalism Technique 4.4) 4.4. Reduce Sign-up Friction	

5. 5. Design for Ongoing Participation

- 5.1) 5.1. Why Do People Participate?
- 5.2) 5.2. Enable Identity Management
- 5.3) 5.3. Emphasize the Person's Uniqueness
- 5.4) 5.4. Leverage Reciprocity
- 5.5) 5.5. Allow for Reputation
- 5.6) 5.6. Promote a Sense of Efficacy
- 5.7) 5.7. Provide a Sense of Control
- 5.8) 5.8. Confer Ownership
- 5.9) 5.9. Show Desired Behavior
- 5.10) 5.10. Attachment to a Group

6. 6. Design for Collective Intelligence

- 6.1) 6.1. Complex Adaptive Systems
- 6.2) 6.2. Initial Action
- 6.3) 6.3. Aggregate Display
- 6.4) 6.4. Feedback
- 6.5) 6.5. Leverage Points

7. 7. Design for Sharing

- 7.1) 7.1. Two Types of Sharing
- 7.2) 7.2. The Activity of Sharing

8. 8. The Funnel Analysis

- 8.1) 8.1. The Funnel View
- 8.2) 8.2. The Analysis
- 8.3) 8.3. Issues to Watch For
- 8.4) 8.4. Meaningful Metrics

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	n/a	40%	CLO2
	Individual Project	n/a	30%	CLO1
	Quiz	n/a	10%	CLO4
	Test	n/a	20%	CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Porter, J. 2008, <i>Designing for the Social Web</i>. Berkeley, New Riders CA • Watkins, S. G. 2009, <i>The Young and the Digital: What the Migration to Social-Network Sites, Games, and Anytime, Anywhere Media Means for Our Future</i>, Beacon Press Boston, Massachusetts • Mitra, A. 2010, <i>Digital Communications: From E-mail to the Cyber Community</i>, Chelsea House New York • Bozarth, J. 2010, <i>Social Media For Trainers: Techniques For Enhancing And Extending Learning</i>, John Wiley and Sons, Inc. San Francisco

Article/Paper List	This Course does not have any article/paper resources
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Other References	This Course does not have any other resources
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