Instructors

Matthew Dybwad

As a founding partner of CRAFT | Media/Digital, Matthew Dybwad ran the digital practice at CRAFT, leading a team of design, development, and advertising professionals specializing in digital presence, online marketing, advocacy, fundraising, SEO, UX, and other fun acronyms.

With over 15 years of digital campaign experience, Matthew has designed and built online campaigns for countless political candidates, associations, and corporations.

Before CRAFT, Matthew was on the original team that built Emotive LLC, once a leading online political direct marketing firm. As Director of Internet Strategy, Matthew planned and executed online outreach and fundraising campaigns and started emotive’s online advertising operation. He also built a new practice in data consulting, analyzing first party data and creating segmentation strategies to build the foundation for targeted constituent communication.

Before joining emotive, Matthew served as Creative Director for TSE Enterprises’ partnership with DCIGroup, specializing in website creation, graphic design, multimedia production, and strategic online communication. He also worked with New Media Communications under Mike Connell, creating and producing websites and managing online campaigns for candidates and public affairs clients.

Prior to New Media, Matthew worked on CapWiz at Capital Advantage (now part of CQ/Roll Call), the original online congressional look-up and advocacy tool, as a product integrator and designer.

In 2011, Matthew traveled to Kabul, Afghanistan to teach digital activism to civil society groups. In 2013, Matthew was named one of The 50 Hottest People In Online Politics by Business Insider. Matthew regularly speaks at digital conferences and teaches at campaign schools.

Matthew holds a B.A. in Political Communication and Journalism from The George Washington University.
Jonathan Halls

Jonathan Halls is a media training specialist and has been teaching and doing media for more than 25 years. Formerly head of television, radio operations and new media training at the BBC, he was also training manager of the BBC’s New Media Training Unit in the pioneering days of the Web. Today he is Principal of Jonathan Halls & Associates.

After his time at the BBC he designed and delivered the training at the Daily Telegraph’s groundbreaking converged newsroom transformation for IFRA Newsplex in 2007 and has trained journalists and editors in digital media production and narrative at numerous media companies around the globe including The Times (London), Financial Times, DeVolkskrant (Netherlands), Metro (London), Le Monde (France), L’Espresso (Portugal), Romania Libera (Romania), Times (India), Mediacorp (Singapore), BBC, ITV, Channel Four, and many more.

Jonathan’s interests are in media psychology and cognition and the influence of transmedia narrative on the way people think and perceive their world. He works across audio, video and screen text. He moved to Washington DC in 2009 and broadened his work to teaching media techniques for non-media professionals with an emphasis on making media available to non-media professionals such as educators, marketers and political operatives.

He was on the jury for the European Digital Media Awards in 2014 and the Asian Digital Media Awards in 2013. He was a speaker and moderator at the WAN-IFRA Middle East Newspaper Conference in Dubai 2014 and 2015 and a speaker at the World Newspaper Congress in Bangkok in 2014. He is also host of the K.ZO Digital Video Boot Camp.

Contact Information

Contact the instructors through Blackboard. We will aim to respond to emails within 24 to 72 hours during the working week. Office hours will be by appointment.

Blackboard Site

A Blackboard course site has been set up for this course. Each student is expected to check the site throughout the semester, as Blackboard will be the primary venue for outside classroom communications between the instructors and the students. Students can access the course site at https://blackboard.gwu.edu. Support for Blackboard is available at 202-994-4948 or helpdesk.gwu.edu.

Academic Integrity

All members of the university community are expected to exhibit honesty and competence in their academic work. Students have a special responsibility to acquaint themselves with, and make use of, all proper procedures for doing research, writing papers, and taking exams. Members of the community will be presumed to be familiar with the proper academic procedures and will be held responsible for applying them. Deliberate failure to act in accordance with such procedures will be considered academic dishonesty. Academic dishonesty is defined as “cheating of any kind, including misrepresenting one’s own work, taking credit for the work of others without crediting them and
without appropriate authorization, and the fabrication of information.” Acts of academic dishonesty are a legal, moral, and intellectual offense against the community and will be prosecuted through the proper university channels. The University Code of Academic Integrity can be found at http://studentconduct.gwu.edu/code-academic-integrity.

Support for Students with Disabilities
GW’s Disability Support Services (DSS) provides and coordinates accommodations and other services for students with a wide variety of disabilities, as well as those temporarily disabled by injury or illness. Accommodations are available through DSS to facilitate academic access for students with disabilities. Please notify your instructor if you require accommodations. Additional information is available at www.gwu.edu/~dss.

In the Event of an Emergency or Crisis during Class
If we experience an emergency during class time, we will try to stay at this location until we hear that we can move about safely. If we have to leave here, we will meet at a location to be determined in class in order to account for everyone and to make certain that everyone is safe. Please refer to Campus Advisories for the latest information on the University’s operating status: http://www.campusadvisories.gwu.edu/.

Attendance Policy
Participants need to attend 80% of classes and complete all assignments to pass.

Course Evaluation
At the end of the semester, students will be given the opportunity to evaluate the course through GW’s online course evaluation system. It is very important that you take the time to complete an evaluation. Students are also encouraged to provide feedback throughout the course of the semester by contacting any/all of the following:

Dr. Lara Brown
Director, Political Management Program
larambrown@gwu.edu | 202-994-4545

Dr. Jack Prostko-
Associate Dean for Learning and Faculty Development
College of Professional Studies
jackp@gwu.edu | 202-994-3592

Suzanne Farrand
Director of Academic Administration, GSPM
sfarrand@gwu.edu | 202-994-9309
THE COURSE

Political Management Program Objectives
A Political Management degree prepares students to win campaigns for elective office and policy positions, and to do so in a manner that benefits democracy and society as well as their organization and clients.

In completing the degree, students will be able to:
1. Assess a political environment, develop a strategy to achieve specified goals, and execute that strategy;
2. Draw upon a repertoire of effective campaign communication skills;
3. Collect, evaluate, and incorporate empirical evidence to shape and optimize the strategy;
4. Find, engage, and motivate the right leaders, professionals, and citizens;
5. Recognize and work through recurring political dilemmas in a manner that upholds ethical standards and professional conduct.

Course Description and Overview
This class gives students a practical set of skills to plan and produce digital content for campaigns. It covers basic theory about digital storytelling, the dynamics of telling those stories in different modalities (video, text, graphics etc) across different platforms (desktop, tablet, mobile,) and how to produce the content as well as administer the campaign. The class is a mix of theory and lots of practice. Students work in teams to create a digital campaign.

Course Learning Objectives
- Describe the dynamics of political communication in the digital environment.
- Discuss how media content has impacted society through history and how it changes the way people think.
- Employ practical creative processes to create innovative and persuasive digital messages across modalities and platforms.
- Explain the dynamics of digital communication and advertising in terms of current social media formats.
- Optimize content for target audiences.
- Plan digital content following current production grammar for text, graphics, video and audio.
- Manage a digital campaign to improve efficiency and effectiveness.

Course Requirements
Students will be required to work in teams to create a tangible digital campaign that includes the production of digital content. They will also be expected to attend 80% of classes and catch up on any class they miss through collaboration with other students. This class is both very practical and theoretical. As such class discussion and critical reflection will go hand-in-hand with making real media content. Campaigns are a team effort and as such positive teamwork will be expected during exercises and assessment.
Evaluation and Grading

We want to make the grading more than just an academic evaluation exercise. So we are happy to discuss individual projects so long as they conform to our criteria which we will discuss in Week 1. The weighting of the three assignments will be as follows.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Learning Objective(s) Addressed</th>
<th>Due Date</th>
<th>Weight</th>
</tr>
</thead>
</table>
| Assignment 1.  
Written Essay that explains how the student can incorporate the new dynamics of digital campaigns into their work. | • Describe the dynamics of political communication in the digital environment.  
• Discuss how media content has impacted society through history and how it changes the way people think.  
• Employ practical creative processes to create innovative and persuasive digital messages across modalities and platforms.  
• Explain the dynamics of digital communication and advertising in terms of current social media formats. | June 18 | 20% |
| Assignment 2.  
Practical assignment that shows the message campaign and project plan. | • Explain the dynamics of digital communication and advertising in terms of current social media formats.  
• Optimize content for target audiences.  
• Manage a digital campaign to improve efficiency and effectiveness. | July 20 | 30% |
| Assignment 3  
Practical assignment that shows production of audio, video, graphics and text across multiple platforms. | • Plan digital content following current production grammar for text, graphics, video and audio. | July 20 | 50% |
| Total | | | 100% |
Following is the grade scale for all GSPM classes:

<table>
<thead>
<tr>
<th>Grade*</th>
<th>Grading Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>94-100</td>
</tr>
<tr>
<td>A-</td>
<td>90-93</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
</tr>
<tr>
<td>B</td>
<td>83-86</td>
</tr>
<tr>
<td>B-</td>
<td>80-82</td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
</tr>
<tr>
<td>C</td>
<td>73-76</td>
</tr>
<tr>
<td>C-</td>
<td>70-72 (lowest grade to pass)</td>
</tr>
<tr>
<td>F</td>
<td>Below 70</td>
</tr>
</tbody>
</table>

*Please note that you may be penalized for late submission of assignment(s).*

**Required Text and Learning Materials**

- [How to Shoot Video that Doesn’t Suck.](2011 Steve Stockman. Workman Publishing.)
- [Letting Go of the Words.](2014 Janice (Ginny) Redish. Morgan Kaufman Publishers.)
- [Mobile Usability](2013 Nielsen Norman Group, authors Jakob Nielsen & Raluca Budiu. New Riders.)
- [Save the Cat – The Last Book on Screenwriting That You’ll Ever Need.](2005 Blake Snyder. Published by Michael Wiese Productions.)
- [Dirty Politics: Deception, Distraction, and Democracy.](1993 Kathleen Hall Jamieson. Oxford University Press.)

**Websites**

- [nofilmschool.com](http://nofilmschool.com)
- [http://philipbloom.net/](http://philipbloom.net/)
- [https://www.creativecow.net/](https://www.creativecow.net/)
- [https://www.hurlbutvisuals.com/blog/](https://www.hurlbutvisuals.com/blog/)
Optional Supplemental Text and Learning Materials

Tentative Course Calendar*
*The instructor reserves the right to alter course content and/or adjust the pace to accommodate class progress. Students are responsible for keeping up with all adjustments to the course calendar.

Class Date: 21 May
Week 1

**Topic and Content Covered:** Conversation as a Metaphor for Digital Communication.
Our first lesson will take place in a restaurant where we’ll explore the dynamics of conversations and discuss how conversations act as a metaphor for the dynamics of online communication. We’ll discuss what we’ll cover in class, what to expect in terms of the way class will be run and how students will be assessed. Details for the restaurant location will be posted in Blackboard a few days before the class. During class, students will form work groups for assignments.

**Learning Objective(s) Addressed:**
Describe the dynamics of political communication in the digital environment.

Class Date: 28 May
Week 2

**Topic and Content Covered:** Creative Processes in Digital Media.
Digital Media lives is an innovative space and to be successful you as a practitioner must have in place processes that ensure creativity so you can develop fresh ideas. In this class we will explore the evolution of the history of the story and how it relates to the conversational nature of digital media. We’ll look at the psychology of this with a view to understanding why some content works in media and other content fails. And we’ll discuss practical strategies you can use to ensure your digital content is fresh and innovative. During this class, work groups will determine a cause or campaign for the basis of their assignments.

**Learning Objective(s) Addressed:** Employ practical creative processes to create innovative and persuasive digital messages across modalities and platforms.
Class Date: 4 June
Week 3

Topic and Content Covered: History of Content
Political pundits spend a lot of time discussing the changes in how we communicate. However, they miss a trick here because to understand what changes we need to understand what doesn’t change. In this class, we’ll review the history of political content and explore how political messages have evolved and changed society. We’ll look at the core of these messages in terms of what has not changed and then consider what doesn’t change in terms of digital media content and what that means for us when creating digital campaigns. We’ll review print, political cartoons, music, poetry, cinema, television and social media.

Learning Objective(s) Addressed:
• Discuss how media content has impacted society through history and how it changes the way people think.

Class Date: 11 June
Week 4

Topic and Content Covered: Social Media and Politics
Many people think of social media when they think of digital content. So in this class, we’ll explore social media and how it works in the political ecosystem. We’ll look at when and when not to use social media as well as what to use it for and what not to by examining how campaigns have used it. We’ll tour the common social media protagonists such as Twitter, Facebook, Pinterest, Instagram, Yik Yak, Meerkat. And we’ll consider the dynamics behind social media so we are ready for the next social media innovations.

Learning Objective(s) Addressed:
Explain the dynamics of digital communication and advertising in terms of current social media formats.

Reading Due Today:

Class Date: June 18
Week 5

Topic and Content Covered: Digital Advertising
This week we explore digital advertising in terms of audience targeting. We’ll look at goals, audiences, targeting, geography, results, and optimization. We’ll examine real campaigns and discuss why they were and were not successful.

Learning Objective(s) Addressed:
• Explain the dynamics of digital communication and advertising in terms of current social media formats.
• Optimize content for target audience

First Assignment Due
Class Date: June 25
Week 6

Topic and Content Covered: Writing for the Digital Screen
Writing for the screen is a very different discipline to writing for something that is printed on paper. This week we look at how voters read screen text by drawing on usability studies of content across platforms. We explore the dynamics of how people read text differently on desktop, tablet and phone screens. And we examine how to structure text so it is easy to read based on usability research. We also look at how to ensure the text reflects tone, style and brand voice.

Learning Objective(s) Addressed:
• Plan digital content following current production grammar for text, graphics, video and audio.

Reading Due Today:
• Letting Go of the Words. (2014 Janice (Ginny) Redish. Morgan Kaufman Publishers.)

Class Date: July 2
Week 7

Topic and Content Covered: Art and Design
They say a picture is worth a thousand words so how can we harness that power to persuade people? This week we explore what makes a powerful visual and how it can persuade. We’ll look at imagery in American politics as well graphic design.

Learning Objective(s) Addressed:
• Plan digital content following current production grammar for text, graphics, video and audio.

Reading Due Today:

Assignment(s) Due Today:

Class Date: July 9
Week 8

Topic and Content Covered: Audio & Video Messages
Half of mobile traffic is video. People are watching videos on tablets and desktops more than ever so how can we use their interest for our campaigns? This week we’ll explore what makes good video content and how to produce it fast. We’ll review political television ads and analyze why they were or were not effective. We’ll look at the production process and identify shortcuts that don’t compromise quality.

Learning Objective(s) Addressed:
• Plan digital content following current production grammar for text, graphics, video and audio.
Reading Due Today:
- How to Shoot Video that Doesn’t Suck. (2011 Steve Stockman. Workman Publishing.)

Assignment(s) Due Today:

Class Date: July 16
Week 9

Topic and Content Covered: Managing a Digital Campaign
When you read about digital production it usually focuses on the creative side. However, the creative side is worthless unless you have disciplined project management skills. This week you will learn about inventory management, creating a campaign and working with creatives. You’ll learn by discussing experiences from real campaigns.

Learning Objective(s) Addressed:
- Manage a digital campaign to improve efficiency and effectiveness.

Class Date: July 23
Week 10

Topic and Content Covered: Final Presentations
We will review assignments and complete a review exercise.

2nd & 3rd Assignments due.

Copyright Statement

Unless explicitly allowed by the instructor, course materials, class discussions, and examinations are created for and expected to be used by class participants only. The recording and rebroadcasting of such material, by any means, is forbidden.