**Middlesex Community College**
**COM125/DGA125: New Media Production**

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| **Fall 2015** | CRN (section): 3204/3205 |
| **3 Credits** | Professor: **Adam Chiara** |
| **Online Course** | Email: **achiara@mxcc.edu** |

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**Course Description:**

This course is an introduction to new media production. It will explore how to effectively create and tell stories in the digital age. New media has emerged as a dominant force in the field of communication; it is online and interactive, fostering creativity and community formation.

Students will learn to create online content and how to effectively disseminate their messages on the Web. They will develop and produce a variety of digital media, including: audio, video, digital photos, graphics, social media content, and blog posts. Students will make their work accessible online and incorporate it in a digital portfolio.

**Course Objectives:**

- Students will create and share a variety of digital media to effectively communicate messages.
- Students will research and analyze specific aspects of new media. They will then be able to synthesize their findings in discussion posts.
- Students will improve their media literacy by practicing the ability to pay close attention to content and make sense of a wide range of media messages and presentation. They will deconstruct media messages and critique the quality of information sources.
- Students will create and manage a digital portfolio in the form of a blog.

**Grade Breakdown:**

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| Weekly Projects (10) | 1,000 points |
| Discussions | 700 |
| Final Assignment | 300 |
| *Extra Credit* | *130* |
| _____ | |
| **Total** | **2,000 points** |

**Weekly Projects:**
Assignments are given on Monday of each week and are due that Sunday by 11:59 p.m. (unless otherwise specified).

**Classwork/ Discussions:**
Students will participate in class discussion and critique. See the Discussion Guidelines and Discussion Rubric for more information.

**Final Assignment:**
Students will create a multimedia story that incorporates techniques learned in class.

**Time Requirement:**
Expect to spend at least nine hours per week on this course.


**Course Calendar:**

| <u>Week</u> | <u>Content</u> |
| --- | --- |
| Week 1 | Introduction<br>Syllabus Review<br>Course Expectations<br>Defining New Media<br>Blackboard Orientation |
| Week 2 | Content Management Systems (CMS)<br>Wikis<br>WordPress |
| Week 3 | Widgets<br>Blogging |
| Week 4 | Web Visuals<br>Pixlr |
| Week 5 | Social Media<br>Twitter |
| Week 6 | Infographics |
| Week 7 | Digital Photography<br>Slide Shows |
| Week 8 | Online Journalism<br>AP Style |
| Week 9 | Audio Media (Part 1)<br>PSA<br>News Story |
| Week 10 | Audio Media (Part 2)<br>Audacity |
| Week 11 | Web Video (Part 1)<br>Video News<br>Shooting an Interview |
| Week 12 | Web Video (Part 2)<br>YouTube Editor |

Week 13        Copyright
                  Public vs. Private
                  Final Assignment

Week 14        Analysis of New Media
                  Continue Working on Your Final Assignment

Week 15        Guest Speaker
                  Podcast
                  Course Evaluation

Finals          Final Assignment Due

- *Schedule and deadlines are tentative, and may be adjusted during the semester if needed.*

**Grading:**

**A** – **Publishable**. Style, content, and aesthetic construction are all excellent. No errors.

**B** – **Great**. Needs some editing, but the project is well organized, has few errors, and is well thought out.

**C** – **Average**. Major issues with structure, errors, and content. Directions were not followed.

**D** – **Below Average**. Student obviously put little time or thought into the assignment. There are careless errors, structure is confusing, and content is lacking. Directions were not followed.

**F** – **Failure**. Did not complete assignment, assignment was turned in past deadline, plagiarized, or falsified material.

- *If you have questions about a grade on an assignment, or your final grade for the course, please contact me. If a mistake is discovered, I will change your grade accordingly, but some evidence to support your claim is needed.*

**COM125/DGA 125 Course Outcomes:**

*Content*:

- Students will create a blog and understand the basics of storytelling.
- Students will learn story structure and create a variety of digital media for the Web.
- Students will learn to use the tools of the new media producer.
- Students will understand the similarities, differences, and roles of new and old media.

*Organization:*

- Students will diagram a story and organize pre-production materials in preparation for media creation.
- Students will organize audio and visual content to tell compelling and informative stories.

*Mechanics:*

- Students will learn techniques to research for information.
- Students will learn the tools necessary for media creation.
- Students will use critical thinking skills to analyze media techniques used to persuade audiences.

*Form:*

- Students will develop media literacy skills through developing, planning, and creating media projects.

*Style:*

- Students will present information clearly, accurately, free of complication, and in an aesthetically pleasing manner.
- Students will discuss the changing styles used to increase communication effectiveness.

*Process:*

- Students will analyze problems like media professionals, examining the cause and effects relationship through the development of interpretive models.

*Research:*

- Students will research events, people, and places in their community to create stories.
- Students will learn interviewing as an important step in the research process.
- Students will acquire various electronic and published sources of media information and data for proper interpretation.

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- *Primary Title IX Coordinator*
  *Dr. Adrienne Maslin*
  *Dean of Students/Title IX and Section 504/ADA Coordinator*
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- *Secondary Title IX Coordinator*
  *Ms. Mary Lou Phillips*
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- *Secondary Title IX Coordinator*
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