

Middlesex Community College
COM125/DGA125: New Media Production

Spring 2015
3 Credits
Online Course

CRN (section): 1620 / 1939
Professor: Adam Chiara
Email: achiara@mxcc.edu
Class Website: professorchiara.com

Course Description:

This course is an introduction to the production of new media, which has emerged in the communications field. New media is online and interactive, fostering creativity and community formation.

Students will learn to create online content and to effectively disseminate their messages on the Web. They will develop and produce a variety of digital media, including: audio, video, digital photography, graphics, and basic Web design. They will make their content accessible on the Internet and incorporate it in a digital portfolio.

Grade Breakdown

Weekly Projects	50%
Classwork/ Discussions	35%
Final Assignment	15%

Weekly Projects:

Assignments are given on Monday of each week and are due that Sunday by 11:59 p.m. (unless otherwise specified). Students will post all assignments to the class Wiki.

Classwork/ Discussions:

Students will participate in class discussion and critique. Students will respond to the weekly questions by Wednesday at 11:59 p.m. (unless otherwise specified). They will comment on a classmate's post by Sunday at 11:59 p.m. See the *Discussion Guidelines* and *Discussion Rubric* for more information.

Final Assignment:

Students will create a multimedia story that incorporates several elements learned in class.

Course Calendar:

<u>Week</u>	<u>Content</u>
Week 1	Introductions Defining New Media (New vs. Old) Class Wikis
Week 2	Content Management Systems (CMS) WordPress.com
Week 3	Widgets Blogging
Week 4	Creating Graphics for the Web Editing Digital Images Pixlr.com
Week 5	Social Media Twitter
Week 6	Infographics
Week 7	Digital Photography Slide Shows
Week 8	Online Journalism AP Style
Week 9	Audio Media Audacity
Week 10	Audio Media (<i>continued</i>) Audacity
Week 11	Online Video YouTube Editor
Week 12	Online Video (<i>continued</i>) YouTube Editor
Finals	Final Assignment

- *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.

D – Below Average. Student obviously put little time or thought into the assignment. There are careless errors, structure is confusing, and content is lacking.

F – Failure. Did not complete assignment, 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 content 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 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 developing 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.

IMPORTANT COLLEGE POLICIES. PLEASE READ CAREFULLY.

For information about the college's policies and procedures regarding academic honesty, accessibility/disability services, attendance, audio-recording in the classroom, grade appeals, plagiarism, religious accommodations, weather and emergency closings, and more, please go to the following website: www.mxcc.edu/catalog/syllabus-policies/ or scan the QR code with your smart phone. Also, please become familiar with the policies regarding nondiscrimination, sexual misconduct, and general student conduct at the following website: www.mxcc.edu/nondiscrimination/.



NON-DISCRIMINATION STATEMENT

Middlesex Community College does not discriminate on the basis of race, color, religious creed, age, sex, national origin, marital status, ancestry, present or past history of mental disorder, learning disability or physical disability, sexual orientation, gender identity and expression or genetic information in its programs and activities. In addition, the College does not discriminate in employment on the additional basis of veteran status or criminal record.

The following people have been designated to handle inquiries or complaints regarding non-discrimination policies and practices:

- Primary Title IX Coordinator
Dr. Adrienne Maslin
Dean of Students/Title IX and Section 504/ADA Coordinator
amaslin@mxcc.edu; 860-343-5759; Founders Hall Room 123|
- Secondary Title IX Coordinator
Ms. Mary Lou Phillips
Director of Human Resources, Middlesex Community College
mphillips@mxcc.edu; 860-343-5751; Founders Hall Room 115
- Secondary Title IX Coordinator
Ms. Queen Fordham
Coordinator of the Meriden Center Welcome Desk
qfordham@mxcc.edu; 203-608-3011