

Middlesex Community College
COM125/DGA125: New Media Production

Spring 2016
3 Credits
Online Course

CRN (section): 1215/1243
Professor: **Adam Chiara**
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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 posts, and blog posts. Students will make their work accessible online and incorporate it in a digital portfolio.

Course Objectives:

- Students will create, package, publish, 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:

Weekly Projects (10)	900 points
Discussions (8)	400
Final Assignment	300
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Total	1,600 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 Syllabus Review Course Expectations Defining New Media Blackboard Orientation
Week 2	Content Management Systems (CMS) Wikis WordPress
Week 3	Widgets Blogging
Week 4	Web Visuals Pixlr
Week 5	Social Media Twitter
Week 6	Infographics
Week 7	Digital Photography Slide Shows
Week 8	Online Journalism AP Style
Week 9	Audio Media (Part 1) PSA News Story
Week 10	Audio Media (Part 2) Audacity
Week 11	Web Video (Part 1) Video News Shooting an Interview
Week 12	Web Video (Part 2) YouTube Editor

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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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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
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- Secondary Title IX Coordinator
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