

COM*125/DGA*125 New Media Production Spring 2017 Online

Professor: Randi Plake

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Office Hours: By appointment only

Course Description:

This course is an introduction to the production of new media, which is emerging in communications and journalism. Media content is interactive, fostering creativity and community formation. Students will use media creation tools to produce content and learn how to effectively disseminate their messages. Students will learn to develop and produce a variety of digital media content including audio, video, photography, visual graphics and web design. They will make this media accessible over the Internet and incorporate it in an online portfolio.

Course Objectives:

- Create a website using a variety of media
- Produce different types of media content
- Understand the principles of journalism and be able to report news
- Apply aesthetic conventions to their work.
- Combine media in a variety of ways to create “New Media” that utilizes various platforms (web, mobile, social media, traditional media)

Required Texts:

- No textbook required; assigned readings from the web for every unit

Course Format:

Weekly instructions, assigned reading articles, videos, quizzes, and assignments will be posted under individual Learning Modules labeled by unit. Weekly Learning Modules will become available on a Monday at 12:01 a.m. You will have 2 weeks to complete the readings and assignments for each Learning Module. Assignments are due every other Sunday evening by 11:59 p.m. See course schedule for due dates.

This is a class offered asynchronously. You are expected to be proactive and are responsible for completing all assigned readings/assigned work every week.

Recommended order of work:

1. Read the Learning Module instructions
2. Visit the course at least twice in one week
3. Read and study the assigned material, including PowerPoints and video lessons
4. Take the reading quiz
5. Complete the blog post
6. Complete the new media assignment

Grading Policy:

400 points	Blog Posts (8)
400 points	New Media Assignments (8)
100 points	Open Note Quizzes (8)
<u>100 points</u>	<u>Final Project: Digital Storytelling Project</u>
1000 points	Total

Social Media Account Creation:

In this course, students will be required to open accounts on various social media sites and create a public blog. Students may use their real name or develop an anonymous online persona on these accounts.

Blog:

After reading the assigned materials, students will have the opportunity to show their competence of new media practices by completing a minimum of 8 blog posts. All blog posts are due at the end of the day (11:59 p.m.) on a Sunday to receive full credit. Late assignments will not be accepted unless extraordinary circumstances warrant. A supplementary handout further details the assignment.

New Media Assignments:

After reading the assigned materials, students will have the opportunity to show their competence of new media practices by completing 8 hands-on assignments. These assignments are handed in by blog post at the end of the day (11:59 p.m.) on a Sunday to receive full credit.

Final Project: Digital Story

The class will culminate in a multimedia project that incorporates what students have learned over the semester. A supplementary handout further details the assignment.

Open Note Quizzes:

There will be 8 multi-choice open book quizzes throughout the semester. The lowest quiz grade will be dropped.

Make-Up Policy:

There will be no make-ups for blog posts, new media assignments, the final project, or quizzes unless arrangements have been made ahead of time. However, I will drop the lowest quiz grade at the end of the semester. There will also be three bonus assignments throughout the semester designed as a way to make up for some lost points should outside challenges arise that prevent assignments from being done on time.

Technology Requirements:

This is an online course. Students must be able to access and use Blackboard. You should have a reliable internet connection such as DSL or cable.

Learning modules include PowerPoints, so students must have presentation software on their computer to view them. Students must be open and receptive to using new online technologies such as Weebly, Canvas, and YouTube Editor.

Students must have a back-up plan in case their computers give them trouble, such as college computers or their local library computers. Having a broken computer is not an excuse for missing assignments or quizzes.

If students have a technical problem, they should contact technical support immediately as I probably cannot fix the problem. Web: websupport.ct.edu. Phone: (860) 723 -0221. Hours of Operation: Monday – Thursday, 8:00 am – 8:00 pm; Friday, 8:00 am – 5:00 pm; Sunday, 1:00 pm – 9:00 pm. Our Distance Learning Department is here to assist you and help with any problems. Website: <http://www.mxcc.edu/distance>, 860-343-5756; mxccdistance@mxcc.edu.

Additional Syllabus Information:

For information about the college's policies and procedures regarding academic honesty, accessibility/disability services, attendance, grade appeals, plagiarism, religious accommodations, weather/emergency closings, and more, please go to the following website: www.mxcc.edu/catalog/syllabus-policies/



COM*125 New Media Production Course Outline Spring 2017

Any changes to the following course outline will be announced in advance. All readings can be found on BlackBoard under each learning module.

Unit 1: Defining New Media

Week of Jan. 16: Course expectations and exploring new media
Read: What is New Media? New Media Institute
What is New Media? John Weatherford
5 Types of New Media
History of the Internet
Blog Post #1: Introduction post
New Media Assignment #1: Blog creation
Quiz #1
***Sign Student Contract and Review Instructor's Contract**

Unit 2: Blogging

Week of Jan. 30: Blogging tips, blog design, and branding yourself
Read: Blogging: An Old Format Still Going Strong
The Blogosphere
Research Reveals Success Tactics of Top Bloggers: 11 Trends
5 Powerful Tips for New Bloggers
How to Use a Blog to Brand Yourself as an Industry Expert
6 Essential Design Tips for New Designers
History of the GIF (video)
Blog Post #2: List post
New Media Assignment #2: Reaction GIF
Quiz #2

Unit 3: Social Media

Week of Feb. 13: Social media overview
Read: The History of Social Networking
Social Media Usage: 2005-2015
Mobile Messaging and Social Media 2015
What Exactly Is 'Twitter'? What Is 'Tweeting'
The Impact of Twitter on Journalism (Video)
6 Social Media Best Practices You Should Know
The Ultimate Social Media Best Practices 2016 [Infographic]
Blog Post #3: How-to/tutorial
New Media Assignment #3: Twitter
Quiz #3

Unit 4: Writing for the Web

Week of Feb. 27: New media writing, AP style, and interview tips
Read: Reading Content on Mobile Devices
The Four Dimensions of Tone of Voice
How Chunking Helps Content Processing
(Even More!) Web Content Writing Tips
Digital Footprints: Public Writing and Social Identities
SEO Copywriting: A Content Writing Guide for Your Blog
Here Are the Basics of Associated Press Style
AP Style Quick Reference Guide
How Journalists Can Become Better Interviewers
Easy Guide to Periscope
Periscope: Four Ways It's Shaking Up Media
Blog Post #4: Interview
New Media Assignment #4: Periscope
Quiz #4
***Extra Credit #1 due**

Unit 5: Audio Media

Week of Mar. 13: Creating audio recordings
Read: Top Tips for Better Audio Recording
DIY Resource: How to Record High-Quality Sound with Your Phone
Podcasting: Fact Sheet
6 Reasons Why Podcasting Is the Future of Storytelling
Outline of a Typical Podcast Script
Four Keys to Creating a Great Audio Interview
Preparing Public Service Announcements
Public Service Announcements Are a Vital Part of Media
Blog Post #5: Podcast show notes or PSA script
New Media Assignment #5: Podcast or PSA
Quiz #5

Unit 6: Video Media

Week of Mar. 27: Structuring a story, shooting, and editing
Read: 5 Facts About Online Video, For Youtube's 10th Birthday
Welcome to the Sixth Evolution of Television: Place-Shifting
5 Things to Know About Video Production
How to Make Your First Video
Vimeo Video School: Framing and Composition
Basic Video Editing: Cuts, Transitions, Titles, and Credits
Blog Post #6: Link or resource list
New Media Assignment #6: Video
Quiz #6

Unit 7: Visual Graphics

Week of Apr. 10: Creating graphics for the web and social media
Read: Web Graphics for Beginners
Web Graphics for Beginners: A Best Practices Handbook
10 Design Tips for Creating Great Visual Posts on Social Media
5 Awesome Design Hacks to Create Shareable Social Media Graphics
The Ultimate Social Media Image Sizes Cheat Sheet for 2017 [Infographic]
33 Graphic Design Tips For Beginner Designers
What Are Infographics and When Should You Use Them?
The Do's and Don'ts Of Infographic Design
Blog Post #7: Infographic
New Media Assignment #7: Social media graphics
Quiz #7
***Extra Credit #2 due**

Unit 8: Digital Photography

Week of Apr. 24: Photo composition, sharing, and copyright issues
Read: Industry Trends: The Future of Digital Imaging
Three Tips to Help Your Photos Tell A Story
The rules for using photos from the internet
10 Top Photography Composition Rules
Introduction to Photography: 8 Tips for Beginners
10 iPhone Camera Features Every Photographer Should Use
8 Tips For Getting Started With iPhone Photo Editing
How To Create Stunning Images To Share On Social Media
Blog Post #8: Review
New Media Assignment #8: Collage
Quiz #8

Final Projects

Week of May 8 **Friday, May 12: Final projects due**
***Extra Credit #3 due**