

# New Media Production

COM/DGA \*125, Spring Semester

## Course Overview

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)

### Course Format:

Instructions, assigned reading articles, quizzes, and assignments are posted under individual Learning Modules labeled by unit. Learning Modules become available on a Monday at midnight. For **most** units, you will have one week to complete the assignments for each Learning Module. Assignments are due every Sunday evening by 11:59 p.m. See course schedule for due dates.

### Grading is based on:

350 points	Blog Posts (10)
350 points	Mini-Projects (10)
100 points	Open Note Quizzes (10)
100 points	Midterm Project: Buzzfeed Article
<u>100 points</u>	<u>Final Project: Digital Storytelling Project</u>
1000 points	Total



### Instructor:

Name: Professor Randi Alexandra Plake

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Google Hangouts: [rplake@wesleyan.edu](mailto:rplake@wesleyan.edu)

Online office hours on Tuesday/Thursday from 1-3 p.m. or by appointment

### Required Texts:

- No textbook required
- Assigned readings from the web (links on Blackboard)

**Class Hashtag:** #com125nmp



## Class Policies

### Make Up Policy:

Blog posts, mini-projects, and quizzes can be submitted late for partial credit. Students are responsible for keeping track of any assignments they miss. Any late work that is not submitted by **May 6** will be an automatic zero with no exceptions. The midterm and final project can only be accepted one day late.

### Online Account Creation:

Students are required to open accounts on various social media sites. Students may use their real name or develop an anonymous online persona on these accounts.

Students must be open and receptive to using new online technologies such as Weebly and Adobe Spark.

### 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 [mxcc.edu/catalog/syllabus-policies](http://mxcc.edu/catalog/syllabus-policies).

## Assignments

### Blog:

Students will have the opportunity to show their competence of new media practices by completing a minimum of 10 blog posts. Students will create their own themed blog on Weebly.

### Mini-Projects:

Students will complete 10 new media mini-projects that tie into the unit's theme and learning objectives. These assignments are submitted through blog posts on each student's Weebly.

### Quizzes:

There will be 10 multiple choice quizzes based on the lessons/readings.

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### Midterm Project:

You will create an article on BuzzFeed with a chance to get extra points if you can get a lot of views on it.

### Final Project:

The class will culminate in a multimedia project that incorporates what students have learned over the semester.

## 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 lesson PDFs
4. Take the reading quiz
5. Complete the blog post
6. Complete the mini-project

## Course Schedule

### Unit 1: Course Overview

Week of Jan. 15: Course expectations and introductions  
Due date Jan. 21 Readings  
Blog theme proposal  
Syllabus quiz  
Sign Student Contract and Review Instructor's Contract

### Unit 2: Defining New Media

Week of Jan. 22: Introduction to new media  
Due date Jan. 28 Readings  
Blog: Introduction post  
Mini-Project: Blog creation  
Quiz

### Unit 3: Blogging

Week of Jan. 29: Blogging tips, blog design, and branding yourself



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## Unit 3: Blogging (continued)

Due date Feb. 4    Readings  
Blog: List post  
Mini-Project: Reaction GIF  
Quiz

## Unit 4: Social Media

Week of Feb. 5:    Social media overview  
Due date Feb. 11    Readings  
Blog: How-to/tutorial  
Mini-Project: Twitter  
Quiz

## Unit 5: Writing for the Web

Week of Feb. 12:    New media writing, AP style, and interview tips  
Due date Feb. 25    Readings  
Blog: Interview  
Mini-Project: Periscope or Facebook Live (two parts)  
Quiz

## Unit 6: Copyright Issues

Week of Feb. 26:    Copyright issues in new media  
Due date Mar. 4    Readings  
Blog: Industry news  
Mini-Project: BuzzFeed quiz  
Quiz

## Unit 7: Midterm

Week of Mar. 5:    BuzzFeed article due **Sunday, March 11**  
No blog, mini-projects, or quiz due

## Unit 8: Spring Break

Week of Mar. 12:    No course activities  
No blog, mini-projects, or quiz due

## Unit 9: Visual Graphics

Week of Mar. 19:    Creating graphics for the web and social media

## Unit 9: Visual Graphics (continued)

Due date Mar. 25    Readings  
Blog: Review  
Mini-Project: Social media graphics  
Quiz

## Unit 10: Infographics

Week of Mar. 26:    Visualizing important information  
Due date Apr. 1    Readings  
Blog: Research-based post  
Mini-Project: Infographic  
Quiz

## Unit 11: Digital Photography

Week of Apr. 2:    Photo composition and sharing  
Due date Apr. 8    Readings  
Blog: Profile  
Mini-Project: Collage  
Quiz

## Unit 12: Audio Media

Week of Apr. 9    Creating audio recordings  
Due date Apr. 22    Readings  
Blog: Podcast show notes or PSA script  
Mini-Project: Podcast or PSA (two parts)  
Quiz

## Unit 13: Video Media

Week of Apr. 23:    Structuring a story, shooting, and editing  
Due date May 6    Readings  
Blog: Resource list  
Mini-Project: Video (two parts)  
Quiz

## Unit 14: Final Project

Week of May 7:    Digital storytelling final due **Friday, May 11 at 11:59 p.m.**  
No blog, mini-projects, or quiz due