Middlesex Community College

COM/DGA 125 – New Media Production
On-Line via Blackboard Learn
CRN # 1196/1236 / 3 credits
Spring 2019: January 24 – May 16

John Shafer, Professor
Office Hours: Mon/Tue/Wed: 10:00-11:30 AM
Office: Rm. 606 Chapman; *Phone:* 860-343-5811
Contact: shafer.youcanbook.me / jshafer@mxcc.edu

SYLLABUS

Course Description:
This course is an introduction to the study and production of new media. New media are current and emerging communications technologies such as digital-based interconnected media, interactive, mobile, social, and virtual reality that fosters user-centered creative participation and on-line community formation. Students will explore and produce a variety of digital media including, audio, video, photography, and web-design and make that media accessible over the Internet and mobile devices through web sites, blogs, podcasts, and social media. Students will use easily available media creation tools and apps such as cameras, video and audio editing applications, content management systems, and the Internet. Some production work can make use of smart phone or tablet technology and applications for those students who have them.

Prerequisite: This course is an introductory course and has no prerequisite.

Learning Outcomes:
- Understand the variety, evolution, and social impact of new media.
- Develop an increased understanding of the influences of new media that shape a person's, or group's attitudes, beliefs, emotions, symbols, and actions, and how these systems of influence are created, maintained, and altered by individual, group, or cultural means.
- Create a variety of different types of new media.
- Create a website using different media content that can be used as a portfolio.
- Produce different types of digital media content.
- Apply aesthetic conventions to project work.
- Combine media in a variety of ways to create "New Media" that utilizes various platforms (web, mobile, social media, traditional media)

Graduation Requirements and Transfer Information:
This course fulfills program electives in the **Digital Media Production** and **Communication Studies** programs at MxCC. It also fulfills a **Creativity** or **Social Phenomenon** requirement in the **General Education** core. The course may fulfill a number of different types of requirements at other institutions similar to the above, including Fine Arts, Computer, Communication, etc. Check with your transfer institution to be sure.

Text, Resources, and Equipment:
There is **no text** required for this course. But, the course will make use of learning materials available on the Internet, video tutorials, etc. Some materials will be available on **Blackboard**, while other materials and web sites will be linked from Blackboard.

- **32 GB Flash Drive** (or hard drive) is strongly recommended for production work.
- **Computer, Camera and Recording Equipment** – All assignments require a computer; some assignments require a digital camera and audio recorder. A smartphone may work. Local students may use college equipment through the Center For New Media.
- **Google Cardboard VR Viewer** or an equivalent tool for viewing Virtual Reality media.

Grade Breakdown & Required Work:

- (6) Media Projects @ 10% each   60%
- Portfolio Web Site (on-going)   15%
- (5) Research/Discussions @ 5% each   25%

(6) Media Production Projects @ 10% each = 60%

Every other week students will be assigned a media production project designed to provide hands on experience in creating relevant forms of new media with a goal of achieving a professional-level of quality. Each project will be uploaded or linked to the student's course portfolio web site on the Internet. Some materials from one project may be incorporated into another. Specific guidelines for each project will be provided. Projects will include the following:

- A set of **digital photographs** with image editing enhancement
- A designed **graphic logo**
- A **social media profile** on *LinkedIn*
- A personal-professional **Blog**
- An audio **Podcast**
- An original edited **Digital Video**

On-Going Portfolio Web Site (15%)

Toward the beginning of the semester, students will create their own portfolio web site using a free template-based web design system. **Wix.com** is the recommended system/service but students may also use another system such as **Wordpress** or **Squarespace**. This site will be expanded and improved throughout the semester. The majority of content for this web site should come from media projects produced for the class during the semester, though additional content can be included. Ideally their course web site can be used by students beyond the class as a real portfolio in preparing for jobs in the professional world.

(5) Media Research Responses/ Discussion Forums @ 5% each = 25%

On some of the weeks when there is not a project due, students will be assigned a short research task designed to help them understand the nature of new media. Research assignments are designed to relate to the specific areas and projects being covered in the course. Most research will be conducted on the Internet and require students to include the sources where they find information. Students will post their responses in the appropriate **Discussion Forum** for that assignment. Students will also be asked to read other students' posts and respond to a couple of them as part of the assignment, thereby engaging in a "discussion."

Blackboard - Course Web Site / Grade Info

This on-line course is administered on Blackboard Learn, which includes Announcements, Learning Modules, grade info (listed under "My Grades"), assignments, and other essential information, including links to useful outside resources or tutorials. To access Blackboard go to: http://my.commnet.edu/. If you've never logged on to *MyCommnet* before, follow the link below the LOGIN box labeled: "*Need Your Initial Password"* for login directions. After logging in, look for the Blackboard link. If you have technical problems, call tech support at 860-343-5756.

Weekly Announcements & Learning Modules

Each week I will post an **announcement** -- that will also be emailed -- reviewing activities and assignments for that week as well as any specific instructions or relevant background info. Students should make a point of carefully reading through weekly announcements.

All tasks for each week will also be listed in **Weekly Learning Modules**. Learning Modules will contain links to assignments, discussion forums, resources, web sites, or video tutorials for that week. All tasks and links in the Learning Modules are presented in the recommended order for viewing them. As such, it is strongly recommended that you use the Learning Modules as your guide for accomplishing course tasks.

Course Letter Grade Guidelines:

This course uses letter grades for projects and assignments based on the following guidelines:

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

B – **Very Good:** Meets assignment guidelines well, though may need some minor editing, but the project is well organized, has few errors, and is well thought out.

C – **Average**: Partially fulfills assignment but may have major issues with structure and content or many errors. Assignment directions were not followed very well.

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

F – **Failure**: Did not complete assignment, plagiarized, or otherwise totally inappropriate.

Grading Concerns:

Grades will be posted on Blackboard. Please check your grades carefully. Though I take great care to be accurate, occasionally a mistake is made. If you have any questions about the grade you received on an assignment or your final grade for the course, please ask me about it. If a mistake is discovered, I will change your grade appropriately. For this reason, it is important that you always save original copies of projects and assignments until well after the semester is over.

Withdrawals and Incomplete Grades:
Spring 2019 Withdrawal Deadline: Monday, April 29

If for some reason you are unable to complete the course and do not wish to receive a grade, you may withdraw from the course and receive a "W" by picking up and submitting a withdrawal form to the records office before the deadline above. You may also need to have me sign the withdraw form. Otherwise, I will assign a grade based on the work you have completed and will have no choice but to assign an "F" if there is little or no work or attendance. A grade of "W" does not affect your grade point average so that would definitely be preferable to an "F" which does affect your GPA. If you have completed a substantial amount of work but are unable to finish before the end of the semester due to unavoidable circumstances, I am usually willing to give an incomplete grade, which will give you an additional semester to complete the work. Again this is provided you speak to me before the end of the semester. Incomplete grades require a form to be filled out and signed by both of us.

Additional College Policies

For further information and a complete description of important relevant college policies for students, go to the following page on the college's web site:

www.mxcc.edu/catalog/syllabus-policies/

Course Calendar

<u>Week</u>   <u>Assignment /Activity</u>

JAN 22 Course Overview / Sample Projects / Introductions

      28 Digital Photography – Basic Composition, Lighting, and Shooting Strategies

FEB 4 Digital Image Editing & Enhancement

      11 **Digital Photo Set Due** / Intro to Wix, Web Site Design & Construction

      18 Web Site Design & Construction (continued)

      25 **Basic Web Site Due** / Intro to Social Media and LinkedIn

MAR 4 **LinkedIn Research Due & Discussion** / LinkedIn Profile strategies

      11 **S P R I N G B R E A K**

      18 **LinkedIn Profile Due /** Intro to Blogging & Writing for the Internet

      25 **Blogging Research Due & Discussion** / Blogging

APR 1 **Blog Due /** Intro to Audio and Podcasting

      8 **Podcast Research Due & Discussion** / Audio and Podcast Production

      15 **Podcast Due** / Intro to Video Production – Shooting Techniques

      22 **Video Research Due & Discussion** / Video Editing and Post-Production

      29 **Video Project Due /** Virtual Reality and 360° Video

MAY 6 **VR/360° Video Research Experience Due & Discussion**

      16 **Final Portfolio Web Site Due**