



Middlesex Community College New Media Studies Center Initiative

Course: COM*125/DGA*125 New Media Production
*The following New Media course was developed as part of the New
Media Studies Center Initiative TAACCCT Grant*

April 3, 2014

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COM125/DGA125 New Media Production Syllabus

Spring 2014
3 Credits

Description:

This course is an introduction to the production of new media, which is emerging in communications, public relations, 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.

Assignments

Weekly Projects
Classwork
Final Assignment

Grade Breakdown

65%
20%
15%

Course Calendar:

| <u>Week</u> | <u>Lecture Topic</u> |
|-------------|--|
| Jan. 22 | Defining New Media Contrast and Similarities From Traditional Media Web Site Creation: Content Management Systems |
| Jan. 27 | Blogging Posting to Your Blog What is Your Brand? <i>Assignment #1: Create a bio page for your website (due Feb. 3).</i> |
| Jan. 29 | Enhancing Your Website Widgets |
| Feb. 3 | Keeping Current In Your Field Creating Basic Visual Graphics <i>Assignment #2: Create an original banner graphic (due Feb. 10).</i> |
| Feb. 5 | Social Media Overview |
| Feb. 10 | Social Media (continued) Create a Twitter Account Assignment #3: Cover or promote an event using twitter. Or participate in a Tweet Chat (due Feb. 19). |
| Feb. 12 | NO CLASS – Lincoln’s Birthday |
| Feb. 17 | NO CLASS – Washington’s Birthday |
| Feb. 19 | Photojournalism Photography for Public Relations Camera Techniques <i>Assignment #4: Cover or promote an event using photos (due Feb. 26).</i> |
| Feb. 24 | AP Style |
| Feb. 26 | Online Journalism Interviewing |
| March 3 | Press Releases Creating a Multimedia Piece <i>Assignment #5: Create a multimedia story or press release (due March 10).</i> |
| March 5 | Slide Shows Top 10 Lists <i>Assignment #6: Make a Gallery/Timeline slide show (due March 12).</i> |

- March 10 Infographics
Assignment #7: Create an infographic to explain complex data (due March 17).
- March 12 Planning and Recording a Radio News Story
Using an Audio Recorder
Interviewing
- March 17-19 NO CLASSES – Spring Break
- March 24 Radio PSAs
Editing Audio
- March 26 Scripting Radio News and a PSA
Assignment #8: Create a 30 to 60-second package (due April 2).
- March 31 Podcasts
Telling a Compelling Story
Research and Scripting
Treatment “Pitch”
- April 2 Mock Podcast
Assignment #9: 15 to 30-minute Podcast with an interview (due April 9).
- April 7 Video Production: Processes and Tools
Camera Operation and Recording
Techniques
- April 9 The Video News Package
Finding and Developing a Story
Organizing a Story. Voice Over and B-Roll
Writing the Script
- April 14 Video PSAs
Storyboarding
Assignment #10: Produce a video news story or PSA (due April 21).
- April 16 “How To” Videos
Assignment #11: Produce a ‘How To’ video (due April 28).
- April 21 Media Ethics for the Web
Fair Use and Copyright
- April 23 Careers in New Media
Future of New Media and Multimedia
- April 28 Being Your Own “Free Agent”
Creating a Personal Branding Profile
Final Assignment: Begin working on the final (due on Finals week).

| | |
|----------|--|
| April 30 | Elevator Pitch Self-Promo Piece |
| May 5 | Produce a Multimedia Story Under Deadline Pressure |
| May 7 | Working With a Team Produce Media Content Under Deadline Pressure |
| May 12 | Website and Content Critiques |
| May 14 | <i>Finals</i> Final Assignment Presentations and Critiques |

* After I comment on each assignment, students may make the changes to the project and submit it again by the beginning of the following class. This *may* result in the grade of the assignment being raised by a third of a letter grade. For example, a C+ may improve to a B-.

*** This schedule *may* change and you are responsible for noting changes made in class, even if you're absent when alterations are discussed. Contacting a classmate or me is *your* responsibility.**

Grading:

A – Publishable. Style, content, and aesthetic construction are all excellent. No errors.

B – Great. Needs some editing, but the piece is well organized, few errors, and well thought out.

C – Average. Has to be redone. Issues with structure, errors, content.

D – Below average. Student obviously put little time or thought into this assignment. There are careless errors, structure is confusing, content is lacking. Has to be redone.

F – Failure. Did not complete assignment, plagiarized, falsified material.

* If you have questions about the grade on an assignment or your final grade for the course, please see 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 journalism and public relations.
- Students will learn story structure and create scripts for various media.
- Students will learn to use the tools of the new media producer: cameras; audio recorders; web creation and content management software; slide show software; and audio, video, and image editing applications.
- Students will identify journalistic traditions and ethics.
- 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 research information using the Internet, library and news courses.
- Students will learn the software tools necessary for media creation.
- Students will use critical thinking skills to analyze media techniques used to persuade audiences.
- Students will learn the hardware tools necessary for media creation.

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 aesthetically pleasing.
- 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.

Academic Honesty Policy: "At Middlesex Community College we expect the highest standards of academic honesty. Academic dishonesty is prohibited in accordance with the Board of Trustees' Proscribed Conduct Policy in Section 5.2.1 of the Board of Trustees' Policy Manual. This policy prohibits cheating on examinations, unauthorized collaboration on assignments, unauthorized access to examinations or course materials, plagiarism, and other proscribed activities. Plagiarism is defined as the use of another's idea(s) or phrase(s) and representing that/those idea(s) as your own, either intentionally or unintentionally." (Board of Trustees' Policy 5.2.1)

Students with physical or learning disabilities who may require accommodations are encouraged to contact the Counseling Office. After disclosing the nature of the disability, students are urged to discuss their needs with individual instructors. This should be done at the beginning of each semester. Instructors, in conjunction with appropriate college officials, will provide assistance and/or accommodations only to those students who have completed this process.

Withdrawals and Incomplete Grades:

Students who, for whatever reason, stop coming to class after the drop/add period is over must obtain a withdrawal form from the Records Office and my signature. As long as you follow the procedure, I will sign your withdrawal slip – but not if you wait until the term's end. Failure to follow this procedure will result in a failed grade, so make sure to communicate with me if a problem comes up.

ADA Accommodation Statement

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Religious Accommodation Statement

If your religious obligations conflict with the course calendar requirements, and if you wish to request an accommodation, you must make your request in writing prior to the date of the assessment or activity you will miss and preferably at the beginning of the semester. When requesting a make-up quiz, test, exam, assignment, or activity, state the reason for your request and the date(s) on which your religious obligation(s) will conflict with the course calendar requirements. Also, if your religious obligation/holiday is unfamiliar to your instructor, you may be asked to provide a calendar which shows the published date(s) of your religious observance(s) or holiday(s).

Inclement Weather Statement

In the event of inclement weather either before the start of a day when classes are in session or during the school day, you may check for information on delayed openings, college closings, class cancellations, etc., by listening to the radio and television stations listed below. Additionally, a message will be posted on the MxCC website at www.mxcc.comnet.edu and an announcement made on the college's main phone number, (860) 343-5800. (When calling the main phone number, be sure to choose option 1 from the menu for school closings.) If classes are already in session, everyone on campus will be notified of any changes.

Radio Stations

WMRD 1150 am
WDRC 102.9 fm and 1360 am
WMMW 1470 am
WRCH 100.5 fm
WTIC 1080 am, 96.5 fm
WZMX 93.7 fm
WELI 960 am, WKCI 101 fm

Television Stations

WFSB - 3
WTNH - 8
WVIT - 30