



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*

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NEW MEDIA PRODUCTION COURSE OUTLINE

	COM/DGA	125	New Media Production	3
Dept. No.	Dept. Abbr.	Course No.	Course Title	Credit(s)

Prepared by					
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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.

General Objectives of the Course

Upon completion of this course students will be able to:

- 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)

Unit Number	Instructional Unit	<p align="center">Specific Objectives of Instructional Unit</p> <p>(The specific objectives reflect the behavioral outcomes, which include what the student will be able to do at the completion of the unit. Evaluation is then to be based on the student's accomplishment of these objectives. Assume that each statement is prefixed with "The student will be able to.")</p>
1	<p align="center">Defining New Media</p> <p align="center">Website Creation</p>	<p>Define New Media: How is it similar/different from traditional media? Where is it found?</p> <ul style="list-style-type: none"> • Web Site creation applications and Content Management Systems • Creating a blog using a CMS • Site layout and composition • Tools and widgets (basics) • How to represent yourself
2	<p align="center">Widgets</p> <p align="center">Blogging</p> <p align="center">Visual Graphics</p>	<p>Enhance website using</p> <ul style="list-style-type: none"> • Text, images, and hyperlinks • Widgets • Blog post: your “brand” • Using this blog as an e-portfolio • Visual graphics: banner
3	<p align="center">Social Media</p>	<p>Twitter, Facebook, Pinterest, etc. How is it useful and how do we use it?</p> <ul style="list-style-type: none"> • Create Twitter account • Twitter search • Trending stories • Link to Website • Live tweeting
4	<p align="center">Photojournalism</p>	<p>Take Photographs and apply to photojournalism</p> <ul style="list-style-type: none"> • Legal considerations and ethics of photojournalism • Public vs. Private property • Shot composition basics • Stories through photojournalism
5	<p align="center">Online Journalism</p>	<p>Perform Online Journalism including</p> <ul style="list-style-type: none"> • Writing for the Web • How to report and write a news story • Performing interviews • Accuracy and speed • Structure and Style • Legal considerations and Ethics

6	<i>Slide Shows</i>	<p>Create a Slide Show</p> <ul style="list-style-type: none"> • Photo slide show • Facts with pictures • Slide show tools • Organizing photos to tell a story
7	<i>Infographics</i>	<p>Learn the basics of Image Editing</p> <ul style="list-style-type: none"> • Image editing tools • Image manipulation • Adjusting size • Image enhancement • File formats and output
8	<i>Audio</i>	<p>Create Audio Recordings</p> <ul style="list-style-type: none"> • Microphones and audio recording devices • Recording good quality sound • Recording an event • Audio interviews • Audio editing software
9	<i>Radio Journalism and Production</i>	<p>Radio Journalism & PSAs</p> <ul style="list-style-type: none"> • Writing and structuring a radio news story • Voice over narration • PSAs
10	<i>Podcasting</i>	<p>Podcasting- future of radio? Create a Podcast</p> <ul style="list-style-type: none"> • Writing a podcast • Operating a board • Outputting podcast and uploading to blog
11	<i>Video Journalism</i>	<p>Create a Video News Package</p> <ul style="list-style-type: none"> • Writing and structuring a news story • A Roll and B Roll shooting an editing • How to cover an event • Shooting a news package • Output

12	Video Production	Tools and operation <ul style="list-style-type: none"> • Camera operation • Composition • Importing footage • Uploading & embedding
13	Jobs In New Media	Discussion of Jobs in New Media <ul style="list-style-type: none"> • Freelancing • Being your own “Free Agent” • Networking • Create a personal branding plan • Final project ideas (with student’s career ambitions in mind)
14	Future of New Media and Multimedia? Ethics	Discussion on what is New Media’s Future? <ul style="list-style-type: none"> • Revenue models? • Technology? • Ethics • Final assignment progress
15	Final Assignment Presentation Portfolio Development	Review Final Assignments <ul style="list-style-type: none"> • In class presentations • Portfolio development • Semester review