Com 255HY, Digital Media, Carroll University, Fall 2017

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Phone: 414-722-0326  

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Course Description
An introduction to visual communication, digital film & photography, and online media. This course provides a historical background, core skills in visual technologies, and practical digital applications.

Objectives
By the end of this course, students should be able to:

- Appreciate the historical implications of digital media, its evolution and progress.
- Understand the impact of storytelling and integrate its power through digital applications.
- Grasp the ethical responsibility of distributing digital materials for public consumption.
- Practice cross-reference of content on multiple digital platforms.
- Produce visual and textual content for mass audiences that are portfolio-worthy.

Course Rationale
Most, if not all, of you were born digital natives. It’s not enough, though, to master the technology. Understanding “how” is just part of applying the “why.” To that end, this course will strive to stress the solid skills of researching, reporting, news writing, and storytelling combined with exploration and application of today’s multimedia tools. There will be opportunities to collaborate, showcase and discuss your work in class, and at the end of the semester you will leave with a digital portfolio. From there, I hope you will continue to build and enhance your digital skills.

Statement of the right to modify course content

The instructor and the University reserve the right to modify, amend, or change the syllabus (course requirements, grading policy, etc.) as the curriculum and/or program require(s).
Required Texts
You should also expect additional articles and videos assigned throughout the semester by the instructor to enhance your knowledge of a particular week’s subject content.

<table>
<thead>
<tr>
<th>Cover</th>
<th>Journalism Next: A Practical Guide to Digital Reporting and Publishing</th>
<th>AP Stylebook 2017</th>
</tr>
</thead>
</table>
| Author: Mark Briggs  
Edition: 3rd  
Publisher: SAGE Publications, Inc., 2455 Teller Road, Thousand Oaks, California 91320  
Edition: 2017  
Publisher: Associated Press  
ISBN: 978-0-917360-66-4 | |

Recommended materials
You should also always backup your work using your preferred method, ie: USB, external drive, Google drive, etc.

Teaching Philosophy and How We Will Learn
During a typical class period I will lecture for short segments with time for discussion, hands-on projects, and stories from the field of those professionally engaged in digital media. Activities, assignments, and demonstrations are designed to involve you in the learning process. Therefore, you will be asked during class to share your own specialized knowledge and practice your skills in a peer-to-peer learning approach. I believe that is more effective in the retention of information versus simply passively listening to me lecture. I see myself as a facilitator of your learning and not a dispenser of facts, stats and stories. Bottom line: We are in this together.

When asked over the summer about “why” you enrolled in this course, students indicated a desire to cover content that includes the following:

- Understanding how communication has changed along with technology.
- Grasping ways to tell stories beyond words.
- Realizing how to apply digital skills to the job market.
With those student goals in mind, let's begin here.

### Class Schedule
**Class = C | Online = O**

<table>
<thead>
<tr>
<th>Week</th>
<th>Content</th>
<th>Reading &amp; Viewing</th>
<th>Assignments</th>
</tr>
</thead>
</table>
| 1 (C) 9/11/17 | **What is news?**  
Introduction  
Media Center, Studio C Tour  
Syllabus Review  
Canvas use  
Portfolio creation  
Midterm project review  
Final project goals |  | Class decision on MKE Film Festival selection for 10/9.  
Selections: Bending the Arc, The Work, or Bronx Gothic  
9/15 Multimedia Reflection paper |
| 2 (O) 9/18/17 | **Multimedia**  
Digital literacy  
One-minute video  
Final project discussion | Due 9/18: *Journalism Next*, pp. 1-6; pp. 106-121 | 9/20: Final project team script/timeline  
9/22: Online quiz  
9/27: Office hr/Gear check |
| 3 (C) 9/25/17 | **Storytelling**  
Speaker: Carol Smart  
Final project updates | Due 9/25: *Journalism Next*, pp. 185-214  
Due 9/25: Video editing tutorial | 9/25: In-class quiz on reading  
9/27: Office hr/Gear check  
9/25-9/29: One-minute video shoot |
| 4 (O) 10/2/17 | **Video storytelling**  
**Audio and Sound**  
Final project updates | Due 10/2: *Journalism Next*, pp. 215-251  
Audacity video tutorial | 10/6: Online quiz |
| 5 (C) 10/9/17 | **Class trip: Milwaukee Film Festival** | Due 10/9: Read background, web, publicity on chosen film | 10/9: Sound file & audio reflection paper |
| 6 (O) 10/16/17 | **Social media**  
**Midterm presentation work** | Due 10/18: *Journalism Next*, pp. 283-306 | 10/20: Online quiz  
10/20 Film reflection paper |
| 7 (C) 10/23/17 | **Midterm presentations**  
Guests panelists: John Heavey ‘14,  
senior social media strategist with Hoffman York, and Alison Helf ‘13,  
digital strategist at Ascedia  
Final project updates |  |  |
<table>
<thead>
<tr>
<th></th>
<th>Assignment</th>
<th>Due Date</th>
<th>Comments</th>
</tr>
</thead>
</table>
| 8 (O) 10/30/17 | Video editing  
Finalize one-minute video  
Final project updates | 10/30: *Journalism Next*, pp. 153-184 | 11/2: Online quiz  
11/3: One-minute video edited |
| 9 (C) 11/6/17 | Photography and galleries  
Copyright, Ethics in Digital Media  
Final project updates | 11/6: Photo gallery upload | |
| 10 (O) 11/13/17 | Website basics  
Final project updates | 11/13: *Journalism Next*, pp. 7-42. | 11/17: Online quiz |
| 11 (C) 11/20/17 | Blogging and microblogging  
Writing for the web  
Portfolio review, class critique  
Final project updates | 11/20: *Journalism Next*, pp. 45-89 | 12/5: Website reflection paper |
| 12 (O) 11/27/17 | Going Mobile  
Final project updates, group work | 12/4: *Journalism Next*, pp. 135-152 | 12/8: Online quiz |
| 13/14 (C) 12/11/17 | Final project group work  
Instructor critique  
Portfolio completion | | |

**Week 15**  
12/18/17 (C)  
**FINAL EXAM:** MULTIMEDIA CAMPAIGN PRESENTATIONS

**Assignment Points**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Attendance, participation</td>
<td>10</td>
</tr>
<tr>
<td>Reflection papers (10 pts. ea.)</td>
<td>40</td>
</tr>
<tr>
<td>Quizzes (5 pts. ea.)</td>
<td>35</td>
</tr>
<tr>
<td>Video, audio (20 pts. ea.)</td>
<td>40</td>
</tr>
<tr>
<td>Midterm social media</td>
<td>75</td>
</tr>
<tr>
<td>Final presentation/Portfolio</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total points</strong></td>
<td><strong>300</strong></td>
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</table>

**Grading Scale**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
</tr>
<tr>
<td>AB</td>
<td>88-92%</td>
</tr>
<tr>
<td>B</td>
<td>84-87%</td>
</tr>
<tr>
<td>BC</td>
<td>84-78%</td>
</tr>
<tr>
<td>C</td>
<td>78-69%</td>
</tr>
<tr>
<td>D</td>
<td>70-60%</td>
</tr>
<tr>
<td>F</td>
<td>60-0%</td>
</tr>
</tbody>
</table>

**Notes:**

- Submission of assignments and projects is crucial for completion of assignments and projects.
- Quizzes and tests are scheduled throughout the term to assess student understanding.
- Final presentations and portfolios are due on the specified due dates.
- Students are encouraged to participate in all class activities and discussions.
**General Assignment Grading Rubric**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
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<tbody>
<tr>
<td>A</td>
<td>Publishable quality with few or no revisions</td>
</tr>
<tr>
<td>AB</td>
<td>Publishable quality with minor work</td>
</tr>
<tr>
<td>B</td>
<td>Solid elements and publishable with some work</td>
</tr>
<tr>
<td>BC</td>
<td>Some serious flaws but other strengths; will be publishable quality with reasonable work</td>
</tr>
<tr>
<td>C</td>
<td>Major flaws; needs overhaul before publishable</td>
</tr>
<tr>
<td>D</td>
<td>Critical errors; could not be considered publishable quality without dramatic change</td>
</tr>
<tr>
<td>F</td>
<td>Work not completed or lacks merit overall</td>
</tr>
</tbody>
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**New learning management system: Canvas**

Effective Fall 2017 Carroll is changing Learning Management Systems from eLearning to Canvas. You can access Canvas through my.carrollu.edu just like you accessed eLearning. The Canvas link is located on the left side of the screen under Quick Links. A Canvas tab will also replace the current eLearning tab.

Note: Canvas is only compatible with Chrome, Firefox and Safari. It is not compatible with Internet Explorer. Using Canvas in Internet Explorer will result in some features not working properly.

*There's an app for that!* The Canvas by Instructure app is the mobile version of Canvas that helps you stay current with your courses anywhere you go. Available for iOS and Android devices.

Need help? There are several ways that you can get help using Canvas:

1. Click the Canvas Help button on the home page of any course.
2. Call the Canvas Support Hotline (Available 24/7) (844) 358-6885
3. Click the Help button on the Canvas Menu bar; click Chat with Canvas Support. (Available 24/7.)
4. Click Search the Canvas Guides in the Help Menu and search for an answer.

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**Course Policies**

**Attendance & Participation**

Attendance is required and will count toward the participation grade along with the quality of work and contributions made during class time. The course contains much work in class that is ungraded, however, counts overall toward the participation grade. A student who misses more than 4 classes during the semester will see a loss of the 5% participation grade. A student who misses more than 6 classes will fail.

Everyone becomes ill or has outside obligations at some point and students need not worry about missing class unless the absences persist throughout the semester, however, the instructor must be contacted in advance.

**Assignments & Academic Honesty**

All assignments are due by the start of class and late assignments are not accepted. Stories are graded primarily on Accuracy, Lead, Structure, Clarity, Evidence, Grammar and Style.

All assignments and exams must adhere to the university guidelines for academic honesty, such as cheating and plagiarism. The Carroll University Academic Integrity policy is located in the student handbook. Failure to comply with this policy will result in disciplinary action ranging from a failure on an assignment to a failure in the course. Instances of academic dishonesty are reported to the
Student/Faculty Ethics Committee.

**Respect & Disabilities**
Students with documented disabilities who may need accommodations or any student considering obtaining documentation should contact Ms. Martha Bledsoe no later than the first week of class. She can be reached by phone at 262-524-7335 or by email at mbledsoe@carrollu.edu. Students with a documented disability who require special accommodations are encouraged to meet with the professor to discuss the trajectory of their participation in the course.

**Classroom Communications**
In regard to technology, please turn your phones off, on silent, or vibrate when in class. No texting is allowed. Use of the computers for class is encouraged. The use of laptops, phones, or e-tablets in class is not permitted, except when they are integral to small-group projects or to specific assignments. You should take notes by hand on the general points and methods we discuss in class, and then use your computer after class to help you expand on and clarify your understanding of the class conversation. This method allows you to participate fully and also review your thoughts in a productive way when you have a quiet moment after class.

**Inclement Weather**
In the event of a cancellation of class due to severe weather or a security alert, use information from the university or Department of Public Safety. Also use information from the news and government to determine your course of action. The professor will also contact the class via email if the day’s lesson is cancelled or if other arrangements should be made in lieu of the traditional classroom meeting.

In any case of severe weather, security or personal issue, students are encouraged to use caution and their own judgment to decide if they should attend class. Safety and health should be one’s first priority.

**Statement of due notification**
The Carroll University Academic Integrity Policy is located in your student handbook (https://my.carrollu.edu/ICS/Departments/Student_Affairs). I encourage you to familiarize yourself with it. If a student violates this policy in any way, I reserve the right to impose a sanction of failure on the assignment/assessment or failure in the course. If you have questions about appropriate citations, please ask.