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

July 27, 2015

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	Grade Breakdown
Weekly Projects	65%
Classwork	20%
Final Assignment	15%

Course Calendar:

Week	Lecture Topic

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?
Assignment #1: Create a bio page for your website (due Feb. 3).

Jan. 29   Enhancing Your Website
Widgets

Feb. 3   Keeping Current In Your Field
Creating Basic Visual Graphics
Assignment #2: Create an original banner graphic (due Feb. 10).

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
Assignment #4: Cover or promote an event using photos (due Feb. 26).

Feb. 24   AP Style

Feb. 26   Online Journalism
Interviewing

March 3   Press Releases
Creating a Multimedia Piece
Assignment #5: Create a multimedia story or press release (due March 10).

March 5   Slide Shows
Top 10 Lists
Assignment #6: Make a Gallery/Timeline slide show (due March 12).

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 | *Finals* 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
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Inclement Weather Statement
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Radio Stations	**Television Stations**
WMRD 1150 am	WFSB - 3
WDRC 102.9 fm and 1360 am	WTNH - 8
WMMW 1470 am	WVIT - 30
WRCH 100.5 fm	
WTIC 1080 am, 96.5 fm	
WZMX 93.7 fm	
WELI 960 am, WKCI 101 fm	

Middlesex Community College
COM125/DGA125: New Media Production

Spring 2015
3 Credits
Online Course

CRN (section): 1620 / 1939
Professor: Adam Chiara
Email: achiara@mxcc.edu
Class Website: professorchiara.com

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Course Description:
This course is an introduction to the production of new media, which has emerged in the communications field. New media is online and interactive, fostering creativity and community formation.

Students will learn to create online content and to effectively disseminate their messages on the Web. They will develop and produce a variety of digital media, including: audio, video, digital photography, graphics, and basic Web design. They will make their content accessible on the Internet and incorporate it in a digital portfolio.

Grade Breakdown
Weekly Projects   50%
Classwork/ Discussions   35%
Final Assignment   15%

Weekly Projects:
Assignments are given on Monday of each week and are due that Sunday by 11:59 p.m. (unless otherwise specified). Students will post all assignments to the class Wiki.

Classwork/ Discussions:
Students will participate in class discussion and critique. Students will respond to the weekly questions by Wednesday at 11:59 p.m. (unless otherwise specified). They will comment on a classmate's post by Sunday at 11:59 p.m. See the *Discussion Guidelines* and *Discussion Rubric* for more information.

Final Assignment:
Students will create a multimedia story that incorporates several elements learned in class.

Course Calendar:

Week	Content
Week 1	Introductions Defining New Media (New vs. Old) Class Wikis
Week 2	Content Management Systems (CMS) WordPress.com
Week 3	Widgets Blogging
Week 4	Creating Graphics for the Web Editing Digital Images Pixlr.com
Week 5	Social Media Twitter
Week 6	Infographics
Week 7	Digital Photography Slide Shows
Week 8	Online Journalism AP Style
Week 9	Audio Media Audacity
Week 10	Audio Media (*continued*) Audacity
Week 11	Online Video YouTube Editor
Week 12	Online Video (*continued*) YouTube Editor
Finals	Final Assignment

- *Schedule and deadlines are tentative, and may be adjusted during the semester if needed.*

Grading:

A – **Publishable**. Style, content, and aesthetic construction are all excellent. No errors.
B – **Great**. Needs some editing, but the project is well organized, has few errors, and is well thought out.
C – **Average**. Major issues with structure, errors, and content.
D – **Below Average**. Student obviously put little time or thought into the assignment. There are careless errors, structure is confusing, and content is lacking.
F – **Failure**. Did not complete assignment, plagiarized, or falsified material.

- *If you have questions about a grade on an assignment, or your final grade for the course, please contact 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 storytelling.
-Students will learn story structure and create a variety of content for the Web.
-Students will learn to use the tools of the new media producer.
-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 learn techniques to research for information.
-Students will learn the tools necessary for media creation.
-Students will use critical thinking skills to analyze media techniques used to persuade audiences.

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 in an aesthetically pleasing manner.
-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.

IMPORTANT COLLEGE POLICIES. PLEASE READ CAREFULLY.

For information about the college's policies and procedures regarding academic honesty, accessibility/disability services, attendance, audio-recording in the classroom, grade appeals, plagiarism, religious accommodations, weather and emergency closings, and more, please go to the following website: www.mxcc.edu/catalog/syllabus-policies/ or scan the QR code with your smart phone. Also, please become familiar with the policies regarding nondiscrimination, sexual misconduct, and general student conduct at the following website: www.mxcc.edu/nondiscrimination/.

NON-DISCRIMINATION STATEMENT

Middlesex Community College does not discriminate on the basis of race, color, religious creed, age, sex, national origin, marital status, ancestry, present or past history of mental disorder, learning disability or physical disability, sexual orientation, gender identity and expression or genetic information in its programs and activities. In addition, the College does not discriminate in employment on the additional basis of veteran status or criminal record.

The following people have been designated to handle inquiries or complaints regarding non-discrimination policies and practices:

- *Primary Title IX Coordinator*
  Dr. Adrienne Maslin
  Dean of Students/Title IX and Section 504/ADA Coordinator
  amaslin@mxcc.edu; 860-343-5759; Founders Hall Room 123|

- *Secondary Title IX Coordinator*
  Ms. Mary Lou Phillips
  Director of Human Resources, Middlesex Community College
  mphillips@mxcc.edu; 860-343-5751; Founders Hall Room 115

- *Secondary Title IX Coordinator*
  Ms. Queen Fordham
  Coordinator of the Meriden Center Welcome Desk
  qfordham@mxcc.edu; 203-608-3011

New Media Production – COM F125 (1941) DGA-F125 (1678)
Tuesday and Thursday 12:30 AM - 1:50 AM
Location: New Media Center, Chapman Hall 612

Instructor: Kelly Carrington

Email - kcarrington@MxCC.commnet.edu
Office Phone:
860-343-5827

Office Hours:	Tuesday:	12:00-3:00PM	
Snow Hall, Room 414	Thursday:	4:30-6:30PM	
Tutoring Hours:	Monday:	12:30-1:30PM	
Lab Location: TBD	Wednesday:	12:30-1:30PM	

Course Description & Objectives

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.

Course Requirements

USB-Flash Drive

Grading Philosophy

The purpose of this course is to be an overview for your venture into the world of multimedia and digital arts. This course will use a portfolio grading system. In addition to completing the assigned projects, you are responsible for collecting all course materials into a portfolio that will be turned in at the end of the semester. This portfolio will include each of the individual creative exercises and projects assigned from the entire semester. You will not only be graded on the quality of work throughout the class but on your overall port- folio and its presentation. There will be a mid-term and final in this course based on the in-class discussions, exercises and assigned readings.

Grade Breakdown

Progress	Checks	-	Exams
20%	Creative		Projects

60%   Portfolio   Presentation
20%

Assignments (creative projects) will be graded throughout the semester. These grades, along with the attendance, and progress checks (mid-term/final) grades will be averaged, combined and will result in a final grade for the course.

The grading scheme will be:

  A, A-, B+, B, B-, C+, C, C-, D+, D, D-, F

Attendance

Attendance is mandatory as set forth in the college catalog. Because this course is based on experiential learning, attendance is extremely important. Please touch base with me if you miss a class or know of a possible absence in advance.

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  Note: Off campus, sites are ultimately subject to the cancellation policy of the school in which MxCC holds classes. of extreme weather only in the Meriden area and the Middletown campus determines to hold classes, the decision to cancel classes at the Meriden Center will be determined by the MxCC Meriden Center Director and the Dean of Finance & Administration.

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Television Stations

WFSB - 3	WTNH - 8	WVIT - 30

Learning Outcomes and Course Calendar

Students participating in Introduction to Digital Arts will learn the following:

Week 1   Course Overview – Introduction to Defining New Media -
- Contrast and Similarities from Traditional Media
- Web Site Creation: Content Management Systems

Blogging
- Posting to Your Blog
- What is Your Brand?

Week 2   Enhancing Your Website/Blog

- Widgets

Creating Basic Visual Graphics
- Image editing, basic functionality and graphic format considerations

Week 3   Social Media Overview
Social Media (continued)
Create a "Twitter" account

Week 4   Photojournalism
Photography for Public Relations
Camera Techniques
AP Style

Week 5   Online Journalism
Interviewing

Press Releases
Creating a Multimedia Piece

Week 6   Slide Shows
Top 10 Lists (The Best of…)

Infographics
Complex Data

Week 7   Planning and Recording a Radio News Story
Using an Audio Recorder
Interviewing

Week 8   Radio PSAs
Editing Audio
Scripting Radio News and a PSA

Week 9

Podcasts
Telling a Compelling Story
Research and Scripting
Treatment "Pitch"
Mock Podcasts

Week 10

Video Production: Processes and Tools
Camera Operation
Recording Techniques

Video News Package
Finding and developing a Story
Organizing a Story. Voice Over and B-Roll
Writing the Script

Week 11

Video PSA – Storyboarding
"How To" Videos

Week 12

Media Ethics for the Web Fair Use and Copyright
Careers in New Media
Future of New Media and Multimedia

Week 13

Being Your Own "Free Agent"
Creating a Personal Branding Profile Elevator Pitch
Self-Promo Piece
Produce a Multimedia Story
under Deadline Pressure

Week 14

Working with a Team -
Produce Media Content Under Deadline Pressure
Website and Content Critiques

Week 15

Final Assignment Presentations and Critiques

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recording in

and more,

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- Secondary Title IX Coordinator
  Ms. Queen Fordham
  Coordinator of the Meriden Center Welcome Desk
  qfordham@mxcc.edu; 203-608-3011

NEW MEDIA PRODUCTION
COURSE OUTLINE

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

Prepared by

Department	Faculty	Program Coordinator	Division Chairperson	Date
Humanities/Broadcast-Cinema	Richard Lenoce	Richard Lenoce	Donna Bontatibus	3/1/13

Reviewed by

Department	Division Chairperson	Dean	Date
_____	_____	_____	_____

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	Specific Objectives of Instructional Unit (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.")
1	**Defining New Media** **Website Creation**	Define New Media: How is it similar/different from traditional media? Where is it found? • 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	**Widgets** **Blogging** **Visual Graphics**	Enhance website using • Text, images, and hyperlinks • Widgets • Blog post: your "brand" • Using this blog as an e-portfolio • Visual graphics: banner
3	**Social Media**	Twitter, Facebook, Pinterest, etc. How is it useful and how do we use it? • Create Twitter account • Twitter search • Trending stories • Link to Website • Live tweeting
4	**Photojournalism**	Take Photographs and apply to photojournalism • Legal considerations and ethics of photojournalism • Public vs. Private property • Shot composition basics • Stories through photojournalism
5	**Online Journalism**	Perform Online Journalism including • 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	*Slide Shows*	Create a Slide Show • Photo slide show • Facts with pictures • Slide show tools • Organizing photos to tell a story
7	*Infographics*	Learn the basics of Image Editing • Image editing tools • Image manipulation • Adjusting size • Image enhancement • File formats and output
8	*Audio*	Create Audio Recordings • Microphones and audio recording devices • Recording good quality sound • Recording an event • Audio interviews • Audio editing software
9	*Radio Journalism and Production*	Radio Journalism & PSAs • Writing and structuring a radio news story • Voice over narration • PSAs
10	*Podcasting*	Podcasting- future of radio? Create a Podcast • Writing a podcast • Operating a board • Outputting podcast and uploading to blog
11	*Video Journalism*	Create a Video News Package • 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 • Camera operation • Composition • Importing footage • Uploading & embedding
13	*Jobs In New Media*	Discussion of Jobs in New Media • 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? • Revenue models? • Technology? • Ethics • Final assignment progress
15	*Final Assignment Presentation* *Portfolio Development*	Review Final Assignments • In class presentations • Portfolio development • Semester review