



LOYOLA UNIVERSITY CHICAGO

School of Communication
COMM 400
Introduction to Digital Media
Fall 2019

Preparing people to lead extraordinary lives

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Office: CLC 620 (inside Lewis Library)

Office Hours: By Appointment Only – Online Appointments Available

Course Description: Students will learn about the design and usability of websites from several perspectives: how they look, how they work, and how they are made. Students must be enrolled in the graduate program for MC in Digital Storytelling.

Course Outcomes: Students will how stories are told through new media, understand how to analyze and critique them and create digital artifacts that demonstrate their role as effective and ethical producers and users of new media.

Course Design: **This course will be asynchronous – meaning students will watch recorded lectures, participate in activities, and complete work with weekly deadlines on their own time and in accordance with their group policies. Students will participate in one mandatory synchronous session on the first day of class.** The course will utilize lectures, guest speakers, readings, projects, and discussions. While graduate-level study is self-driven, the variety and combination of course components are devised to motivate students to engage in active learning. Students are expected to come to class prepared to participate in discussions. An important aspect of this course is the inquiry-based learning model and group work. Every person in this class has something to teach you – you are expected to participate fully in all group work and in-class activities.

Required Text: No textbook is required for this course. Many readings will be assigned. All readings will be made available on Sakai, or on reserve at the Lewis Library. You may purchase any copies of texts you would not like to read at the library.

Grade Components:

Category	Percent Value	Total Points	Comments
Portfolio	20%	100 points	Your portfolio is meant to be used throughout your degree at Loyola and should showcase your skills, knowledge and curricular achievements. In this class, we will build the foundations of a portfolio that you can add to throughout your program. More information on this assignment can be found on Sakai.

Participation	20%	Scale of 5 each week	<p>This class heavily relies on class participation. Each class is worth a total of 5 participation points.</p> <ul style="list-style-type: none"> • 1 point: attending class • 1 point: contributing meaningfully to the discussion • 1 point: completing all in-class activities or group work • 2 points: completing all assignments each week <p>At the end of the semester - you will receive an average grade based on your participation.</p>
Technology Quiz	10%	15 points	There will be one quiz in this class designed to check your understanding of fundamental web design and technology vocabulary.
Analyzing Audiences	10%	50 points	To match the storytelling and technology components of this course – we’ll be practicing investigating audiences and how to go after new markets. More information can be found on Sakai.
Nielsen Log	10%	20 points	This will be our first assignment in class. It’s a warm up exercise to help you conceptualize the concept of digital media, audiences, and platforms. More information can be found on Sakai.
Final Project – Digital Story & Presentation	20%	100 points	You will be asked to produce/create a story using digital media technologies covered throughout the course. The presentations and papers will be due during week 15, but some presentations will take place during week 16. More information can be found on Sakai.
Peer Evaluation Grade	10%	10 Points	A significant learning outcome for this class is team-based learning, collaboration, and time management. Teams will come up with their own evaluation framework during week 1 and evaluate their team members at the end of the semester.

Course Policies

Attendance – Regular weekly attendance is essential for the educational process to work. Loyola University Chicago expects all students to attend every scheduled class on time. Since this class is asynchronous, weekly submissions and on-time completion of course lectures is a mandatory requirement. Exceptions may be made for University sponsored or work-related activities, illness, or valid emergency situations. Approval for any late work must be received ahead of any missed work on an individual basis. Any unexcused late arrivals and absences will

result in a lower participation grade. Full participation points will not be awarded simply because you watched the lectures – you are expected to prepare, participate, and contribute fully each and every week.

Meeting Deadlines – Deadlines for all projects are firm. Any work turned in after the deadline will receive a one letter grade reduction for each week it is late, even if by one day.

Special Needs – Any student that needs special accommodation during exams or class periods should provide documentation from the Student Accessibility Center confidentially to the instructor. This must be completed the first week of class. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates. <https://www.luc.edu/sac/>

Wellness Center – Students are urged to contact the Wellness Center for any physical or mental health issues. Visit <http://www.luc.edu/wellness/> if you have issues or concerns about you or someone you know.

Spelling & Grammar – All assignments must be typed (unless otherwise directed) and free of spelling and grammatical errors. Allow time for proofreading, editing, and revision. As a student in communication, you have a responsibility to pay close attention to details and if your work contains blatant errors, expect a grade deduction.

Plagiarism and Academic Integrity – Any use in whole or in part of another person's work or ideas constitutes plagiarism and will result in an automatic failure in this course. Details of the SOC policy on this issue will be given to students and they are expected to understand and follow the policy. Students should always ask questions if they are not sure about the policy rather than risking a failing grade. The policy can be found at: <http://www.luc.edu/soc/Policy.shtml>. Remember, integrity is one of the most important traits for success. You control your own honor and integrity.

Privacy Statement

Assuring privacy among faculty and students engaged in online and face-to-face instructional activities helps promote open and robust conversations and mitigates concerns that comments made within the context of the class will be shared beyond the classroom. As such, recordings of instructional activities occurring in online or face-to-face classes may be used solely for internal class purposes by the faculty member and students registered for the course, and only during the period in which the course is offered. Students will be informed of such recordings by a statement in the syllabus for the course in which they will be recorded. Instructors who wish to make subsequent use of recordings that include student activity may do so only with informed written consent of the students involved or if all student activity is removed from the recording. Recordings including student activity that have been initiated by the instructor may be retained by the instructor only for individual use.

Performance Evaluation and Grading

In addition to project specifics, evaluation of assignments will use this rubric to ensure clear/consistent grading.

Grade	Description
A range	Excellent analysis that critically examines topic; digs deep beneath the surface. Creative and innovative approach to the problem/question being considered. Outstanding content, clarity of writing and organization of research material. Sophisticated, appropriate use of language. Thorough research and documentation of ideas, arguments, and comments. Free of mistakes: no typos; no misspellings; no punctuation or grammatical glitches; no errors of fact. All the necessary details, documentation, quotes, citations, and specifics are there.
B range	Very good attempt to link analysis to class themes, but more connections could be made. Very good to excellent; above average work and research. Some improvement needed in content, clarity, organization, or documentation. Occasional typos or other glitches say more about the lack of close proofreading than failure to master the mechanics of spelling, punctuation, and grammar. More details, quotes, citations, or examples needed. Errors of fact (incorrect spelling of a title, reference name, source, or date, etc.) show inattention to detail/accuracy although content is above average.
C range	Average analysis that lacks clear connections to class themes. Average, acceptable writing and research that meets basic expectations. Needs much work on content, clarity, organization, and documentation. Although basic facts most likely are there, lacks elaborating and supporting documentation or quotes. Errors indicate need for improvement in grammar, punctuation, spelling, and word usage: material was not proofread carefully. Errors of fact (incorrect spelling of a title, reference name, wrong source, date or page number, etc.) show inattention to detail and accuracy.
D range	Weak, unfocused work. Organization is below average, with numerous grammar, punctuation, and spelling errors. Documentation and details are scanty or superfluous, with errors of fact. Paper may reflect a lack of understanding of the assignment or a lack of research effort.

Grading Scale

(The grading policy is subject to change but it will be based on these guidelines.)

100-93% = A	87-83% = B	77-73% = C	67-63% = D
92-90% = A-	82-80% = B-	72-70% = C-	62-60% = D-
89-88% = B+	79-78% = C+	69-68% = D+	59% \geq = F

Week 1: August 24 – August 27th

Introduction to the Course

August 24th – Live Synchronous Session via Zoom

- Log into Sakai: sakai.luc.edu
- Click “COMM 400 201” on the top navigation (COMM 400 may be repressed from view – if you cannot see COMM 400, click the “Sites” icon at the top right of your page and select COMM 400 – add it to your favorites for the site to appear in your top ribbon each time you log in)
- Click “Zoom” in the left-hand navigational menu

This session will begin at 5:30 pm. This session will be focused on introducing one another, going over the class course site, and describing what will be accomplished over the course of the semester. Protocol for establishing groups and group work agreements will also be discussed. We do not have a minimum or maximum meeting time for this session – we will meet as long as the class is finding the discussion useful and informative. Once our discussion has naturally concluded we will adjourn.

Due: Groups must be formed by August 27th at midnight

Week 2: August 28th – September 3rd

Introduction to Digital Media

Introduction to Digital Media | Professional Presence & Identity Mapping

Assignment Introduction: Online Portfolios - will be graded as your midterm.

Lectures & Group Discussions

Due by the end of the week: Group Work Agreement

Week 3: September 4th – September 10th

The Digital World: Who, What, Where, When, Why & How?

Readings due this week: *Digital Society* chapters 1 & 2

This week's theme is, “*What is the digital world?*”

Lectures & Group Discussion

Due by the end of the week: Nielsen Log

*Early warning: the Nielsen Log requires you to log 4 days of your media consumption. Be sure to watch the lecture videos and course content early to allow yourself time to complete this exercise by September 10th.

Week 4 – September 11th – September 17th

Online Behaviors, Digital Consumers, and Media

Readings due this week: Case Study on Audience Attention & the Mintel Report on Digital Consumers

This week's theme is, “*Who lives in the digital world?*”

- Who are digital consumers?
- How has technology changed society?
- How has technology changed the way we consume media?

Lectures & Group Discussion

Week 5: September 18th – September 24th

Introduction to Web Concepts

Readings due this week:

The Things that Make Us Smart Chapter 7

Digital Media Handbook Chapter 15

This week's theme: *How the Internet Works*

Topics covered:

- Web 2.0
- Metadata
- Taxonomy & Hierarchies
- Algorithms
- SEO
- User Behavior obstacle

“How Google Works”

Lectures & Group Discussion

Week 6 – September 25th – October 1st

Social Media

Quiz: Technology Vocabulary

Readings due for this week:

Read the *Quartz Media Timeline on the Cambridge Analytica Scandal* – as well as a minimum of 3 of the linked articles from the timeline.

<https://qz.com/1240039/the-cambridge-analytica-scandal-is-confusing-this-timeline-will-help/>

Topics covered:

- History & Future
- Policy
- Cases (Cambridge Analytica, Others)
- Metadata & Social Media
- Licensing Agreements & Ethics

Lecture & Group Discussion

Week 7 – October 2nd – October 8th

Digital Media & Storytelling: Preparing Content for Different Audiences & Introduction to Media Planning

Readings:

Digital Media Handbook Chapter 10

Advertising and Promotion: An integrated Marketing Communications Perspective Chapter 10

Topics Covered:

- How do we research our audience?
- How do we know what their values are?
- What is the most effective means of communication?
- What cultural, societal, or technological trends will impact content production?

Lectures & Group Discussion

Assignment: Break down the different customers of a product. Choose 2 brands to investigate – make a digital action plan to reach the consumers you're missing for the brand of your choice.

Week 8 – October 9th – October 15th

Infographics Pt. 1

Assignment Due: Analyzing Audiences

Readings Due Today:

Infographics: The power of Visual Storytelling Chapters 1-3

https://loyola-primo.hosted.exlibrisgroup.com/primo-explore/fulldisplay?docid=01LUC_ALMA51172352500002506&context=L&vid=01LUC&search_scope=Library_Collections&tab=default_tab&lang=en_US

Topics Covered:

- What is data?
- Selecting an appropriate infographic style
- Transforming data into narrative
- Visual communication
- Tools for creating infographics

Lectures & Group Discussion

Week 9: October 16th – October 22nd

Infographics Pt. 2

Portfolios Due

- Resume
- Multi-platform (at least 3 formats)

- Buildable for future assignments
- Must include tagging/metadata/SEO

Must have user-centered navigational menus and be easy to use.

Lectures & Group Discussion

Infographics Pt 2 will cover how to use visualizations outside of the three chart types and let you explore software to create your own infographics. A practice infographics activity will occur this week, and you should talk among your groups about how you might choose to use infographics within your final projects.

Week 10: October 23rd – October 29th

GIS & Mapping

Readings due today:

GIS Basics Chapters 1 & 2:

https://loyola-primo.hosted.exlibrisgroup.com/primo-explore/fulldisplay?docid=01LUC_ALMA51172352500002506&context=L&vid=01LUC&search_scope=Library_Collections&tab=default_tab&lang=en_US

Topics Covered:

- What is GIS?
- How can GIS be applied in storytelling?
- Tools for GIS & Getting Started

Lectures & Group Discussion

Week 11: October 30th – November 5th

AR, VR & 3D: What Are They and How Will They Impact Digital Media?

Readings due today: TBD!

Guest Speaker for this topic – our speaker will be selecting our readings.

Getting to know AR & VR

What do users experience?

How will this shape the landscape of digital media?

Week 12: November 6th – November 12th

AI – ML: What Are They and How Will They Impact Digital Media?

Readings due today:

- AdWeek Artificial Intelligence Article (on Sakai)
- <https://www.boldbusiness.com/digital/artificial-intelligence-film-making/>
- <https://www.zdnet.com/article/watch-a-sci-fi-short-film-co-written-by-ai/>
- <https://www.forbes.com/sites/cognitiveworld/2019/08/23/ai-making-waves-in-news-and-journalism/#1d35c82c7748>

Getting to know Artificial Intelligence and Machine Learning
What is it, and how does it work?
How will this shape the landscape of digital media?

Lectures & Group Discussion

Week 13: November 13th – November 19th

Prepare Presentation & Projects

This week is a “lab week” where there is no new content – but you and your team should find time to meet and work on your final project. Your presentation and story should be shared on the discussion forum for this week. This will be shared publicly with your classmates – so it should be ready for public consumption. Since there is no class the next week – you can take some “extra days” to work on it and finish by November 26th.

Week 14: November 20th – November 26th

Thanksgiving Week – No Class

Enjoy your break and time with your family – no new content this week. Your group may choose to work on your projects at your own discretion.

Week 15: November 27th – December 3rd

Design Charette

During this week you will participate in an exercise called “Design Charrette” – the goal of this exercise is for you to give constructive criticism about the storytelling aspects of your classmate’s work. You will watch their presentations and review their content – and make suggestions about how you as an audience member may benefit from improvements to their storytelling techniques. You are required to give feedback to every group project as an individual, not as a team.

Week 16: December 4th – December 10th

Final Project Presentations Due

Throughout this week you and your team will work on creating your final project submission based off of the feedback you received from the Design Charrette exercise. Your final projects are due by December 10th, 11:55 pm. In addition to your final project submission, your team will also include a short reflection paper about how the changes you made reflected the suggestions by your classmates, and your peer evaluation scores.