SCHOOL OF COMMUNICATION
COMM 400 Spring 2014

Dr. Florence M. Chee   M 7:00PM – 9:30PM
SOC #206   SOC 222
Phone 312.915.6935   Office Hrs: T/R: 4-5 PM
Email fchee@luc.edu   or by appointment.

Introduction to Digital Media – Graduate Course

Prerequisites: Enrollment in MC in Digital Media and Storytelling, or consent of instructor.

Course Description:
How did we get to this era of social media and what are the most strategic and meaningful ways to effectively communicate ideas, persuade, and elicit action? This course serves as a primer for participation and creation in digitally mediated lifestyles emphasizing knowledge of one's audience. We will systematically examine a variety of digital media and their complex role within contemporary culture. Students will create the form and content essential to communication as it pertains to identity, community engagement, and user experience. Students will reflect upon/hone their own skillsets using a multitude of technologies at their disposal.

Course Objectives:
Throughout the semester, students will:
1) Build their understanding of some key issues facing contemporary communication
2) Articulate how communication plays a key role in governmental, industrial, and academic contexts around the world
3) Understand the complexities in sharing information between digital platforms
4) Gain insight into how cultural norms and values are embedded in media, their design, and how we think about technology to solve problems
5) Produce work samples to include in one's digital media professional portfolio.

Course Readings:

Gillmor, D. (2010). *Mediactive*. Available at http://mediactive.com/
Manovich, L. (2013). *Software Takes Command*. Available at
http://issuu.com/bloomsburypublishing/docs/9781623566722_web

Throughout the semester the instructor will guide students through core material that is accessible through our Sakai course system, Loyola Libraries, and the Web.
As a key learning outcome of the course, students will be able to further hone their skills engaging with a wide variety of digital media. Technologies are permitted in the classroom with the understanding they are to be used for full participation in course objectives.

Course Organization:
This course consists of a 2-hour and 30 minute class once a week.

Assignments and Grading:
1. Online presence (5%)
2. White paper (10%)
3. Systems Analysis and Design Final Project Prospectus (10%)
4. Press release (10%)
5. Policy Brief, Design and Content (10%)
6. Final Project (25%)
7. Final Project Class Presentation (10%)
8. Digital Media workshop and social issues walkthrough (10%)
9. Weekly roundtable discussion and debate (10%)

*All assignments must be completed in order to pass the course.
*All assignments must be submitted on time or marks will be deducted.

Course Website: https://sakai.luc.edu/

Our Sakai space is where we will post information on COMM 400 online. It will also act as a community space where you can share your own interests and draw the class's attention to items of interest. So, check it often for course updates and other information.

You are expected to ask questions and seek out information needed to fulfill the course requirements as an active learner. Additionally, seeking out technical skills to solve new media problems is a key element in this class (and a transferable skillset beyond our classroom). Depending on how you build your own responses to assignments, you may need to seek out more sophisticated technical skills. Your investment in your own learning outcomes will show.

Attendance/Participation
This course covers a wide range of material and we have a lot of work to do together. First off (and so important), attendance is the most basic thing to ensure success in the course. Making it to class on time and being present for the lectures and discussions is essential to your success in COMM 400 and a sign of mutual respect. Second, teamwork is a central aspect of our daily class life, so please come prepared to talk about the readings and issues of the day. Both the professor and your peers will be supporting and evaluating your participation throughout the semester. You are responsible to one another in fulfilling our shared course objectives that include in-depth participation and discussion grounded in the assigned material you will read before our class meetings.

Attendance counts. Documentation for university-authorized absences must be cleared with the professor in advance. It is your responsibility to ask classmates for announcements you may have missed by arriving late. In the case of severe illness, death in the family, or religious holiday, the professor will help you find ways to make up the work.

In the unfortunate event that you fall ill, especially with a contagious ailment, please aid in preventing the spread of infection by not coming to class. Rather, submit any

documentation you are able to provide the professor when you are healthy and able to come to class.

Participation

As mentioned above, it is crucial to make your voice heard in this course. There will be plenty of different settings (lecture, the discussions, your presentations, online) to contribute to our evolving discussion over the semester.

Deadlines

Assignments are due on the dates indicated in the schedule below. It is the responsibility of the student to manage any scheduling conflicts with the course or missed time. I will not grant extensions except in the direst of circumstances and under no circumstances will I grant an extension within 24 hours of a due date. So please plan your semester ahead of time. As the old adage goes: *Plan your work. Then work your plan!* Missed deadlines will be assessed a deduction of one third of a letter grade per day (e.g. from A- to B+ for 1 day late). The prospectus and term paper are due at the beginning of class on their due dates. The penalty for lateness begins immediately after class on the due date. **All assignments must be completed in order to pass the course.**

Student Meetings

I have regular office hours as indicated on the syllabus. Alternatively, you can make an appointment to meet at my office and reach me via email.

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LECTURE SCHEDULE AND READINGS
(Subject to change if necessary)
Mediactive = MA
Software Takes Command = STC

Week 1: January 13
Introduction to Digital Media: Introductions, objectives, and directions
Readings: ▪ None. Students should come to subsequent lectures prepared and with the corresponding readings completed in advance.

Week 2: January 20
MLK Day – No classes scheduled
Consult week three for reading preparation and assignment.

Week 3: January 27
Foundations of Digital Media
Readings: ▪ MA: 1-14 ▪ STC: 1-52
Assignment Due: Online Presence. Refer to Assignment Spec sheet #1

Week 4: February 3
Principles of being an Active User
Readings: ▪ MA: 15 – 30 ▪ STC: 53 – 90

Week 5: February 10
Tools and Techniques
Readings: ▪ MA: 31 – 50 ▪ STC: 91 – 106

Week 6: February 17
Media Ecologies
Readings: ▪ MA: 51 – 62 ▪ STC: 107 – 123
Assignment Due: White Paper. Refer to Assignment Spec Sheet #2

Week 7: February 24
Ethics and Trust
Readings ▪ MA: 63 – 76

- STC: 124 – 158

Assignment Due: Systems Analysis and Design Final Project Prospectus.
Refer to Assignment Spec Sheet #3

Week 8: March 3
SPRING BREAK

Week 9: March 10
Tools and Tactics for Trusted Creators
Readings:
- MA: 77 – 94
- STC: 159 – 198

Week 10: March 17
Branding and Presence
Readings:
- MA: 95 – 108
- STC: 199 – 240

Assignment Due: Press Release. Refer to Assignment Spec Sheet #4

Week 11: March 24
Entrepreneurial Activity
Readings:
- MA: 109 – 124
- STC: 241 – 266

Week 12: March 31
Laws and Norms
Readings:
- MA: 125 – 144
- STC: 267 – 328

Week 13: April 7
Our role as storytellers and educators – media workshop
Readings:
- MA: 145 – 158, 159 – 177
- STC: 329 – 342

Assignment Due: Policy Brief. Refer to Assignment Spec Sheet #5

Week 14: April 14
Final Project Presentations
Assignment Due: Final Project and Class Presentation.

Refer to Assignment Spec Sheet #6 - 7
Plan for Class:
- Term Project will be due at the beginning of class and submitted by paper/email to the professor.   - Students will make their final presentation to the class (no more than 10 minutes)

Week 15: April 21
Easter Monday – NO CLASSES SCHEDULED

Academic Integrity

The School of Communication is committed to the highest standards of academic excellence and ethical support. The School expects that the grades in this course will bear some reasonable relation to established university-wide practices with respect to both levels and distributions of grades.

Please consult the Loyola School of Communication statement on "Academic Integrity" for information and guidelines.
http://www.luc.edu/soc/Policy.shtml

These policies, procedures and guidelines will be assiduously upheld. They protect your rights, as well as those of the faculty. It is particularly important that you be aware of and avoid plagiarism, cheating on exams, submitting a paper to more than one professor, or submitting a paper authored by anyone other than yourself. Violations of these principles will result in a failing grade in the course, and be reported to the proper university office. If you have any doubts about any of these practices, you must confer with the professor.

Students with Disabilities

Any student that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of the 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.