

Multimedia Mass Communication

JOUR 4900/6900-001

Semester/ Year: Spring/2011

TR 1:00– 2:25 p.m. Room 202, Meeman Journalism Bldg.

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Office hours: MW: 1:00 p.m. to 2:00 p.m. TR: 9:00 a.m. to 10:00 a.m.

COURSE SPECIFIC REQUIREMENTS

CATALOGUE/COURSE DESCRIPTION:

Using computers to learn process/software/production design concepts involved in multimedia primarily designed for computer communication; digital editing of still images, off-line video editing, animation and production techniques for assembling all into a single CD or video to convey advertising, public relations, or news editorial concepts.

PROFESSIONAL VALUES AND COMPETENCIES:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of people and cultures and of the significance and impact of mass communication in a global society
- Understanding concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively and independently
- Write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatically correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate for the communication professions in which they work.

REQUIRED SOFTWARE:

1. *Photoshop CS5*

Note: You may purchase the Photoshop CS 5 software at a student's discounted price from educational software vendors. A free 30-day trial is available for download for the Macintosh or PC platform.

TEXTBOOKS:

Optional:

Photoshop CS5 for Dummies by Peter Bauer (2010). Published by Wiley Publishing.

COURSE REQUIREMENTS:

1. One Flash Drive (also called Thumb Drive or Jump Drive) (At least 2GB capacity)
2. Blank CD or DVD for burning the final presentation

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):

- Upon completion of this course, students will be able to understand the basic principles of putting together a multimedia project.
- Students will have a solid understanding of the importance of navigation and interactivity in the creation of a multimedia production.
- Students will be able to devise a multimedia project based on the client's needs and demands.

Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):

- Upon completion of this course, students will be able to research and design a project for a multimedia production.
Students will be able to create a storyboard outline of the proposed multimedia project.
- Students will be able to design individual slides for the multimedia project using different layout programs such as QuarkXpress, Adobe Indesign or Photoshop. Students will be able to present the slides in CD format using Adobe Acrobat including audio files, video files, still images and an appropriate amount of text. Students will be able to do testing of the multimedia project to identify potential problems.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR4900/6900:***Application:***

- This is a self-directed project requiring research, accumulation and preparation of the visual material and putting the project in final form as an interactive presentation.
- The project subject is up to the individual but personal themes such as fraternal, church or other affiliations, celebrations or ceremonies are discouraged. The project has a minimum length of 15 pages and must contain a video.
- The interactive portion of the project should have a navigable index as well as internal navigation allowing the user to move from page to page, back to the index, etc.
- Each page should contain appropriate illustration and text. Students are cautioned that any material taken from the Web will be copyright protected and while it is generally permissible under "fair use" to use said material for the project, it cannot be used for any other purpose without the copyright holder's(s) permission(s).
- While most prefer to use Photoshop as the main software program to produce the project, it is possible to use pagination programs such as Quark Xpress or InDesign. This decision is left to the individual.
- Final assembly and linking of the various elements is done in pdf format using Adobe Acrobat.

GRADING:

1. A=90-100; B=80-89; C=70-79; D=60-69; F=Below 60
2. Grading Philosophy:
 - A=Outstanding work that would serve as an example of the highest quality;
 - B=Good to excellent work that exceeds requirements;
 - C=Satisfactory work that adequately meets requirements;
 - D=Barely satisfies minimum requirement and is below average quality;
 - F=Unsatisfactory work that does not meet minimum requirements.

OTHER ISSUES:

1. Projects are due the last week of the semester—no later than the date of the final exam.
2. Special circumstances, which may arise to prevent project completion on time, such as serious illness or “family emergencies” will require an explanation in writing.

DEPARTMENT POLICIES**EMAIL:**

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

CELLPHONES:

You must turn them off during class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor’s note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your “job” in the educational process and be on time just as you would elsewhere.

CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

“Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a

source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

EXIT EXAM FOR ALL JOURNALISM MAJORS:

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.

PROFESSIONAL VALUES AND COMPETENCIES:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.