

Spring 2017 Syllabus & Schedule

MCOM 10

Introduction to Multimedia

M, W 11:30 a.m. to 12:30 a.m. Lecture – Section 80172

Four additional lab hours required

Instructor: Tara Cuslidge-Staiano

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Office: Shima 204B

Office hours: 8:30 a.m. to 9:30 a.m. MWF, 11:30 a.m. to 1 p.m. TTh, or by appointment

Class website: pulse209.com

Course description

MCOM 10: This course is designed to provide basic skills in the art of multimedia storytelling and project building with a journalism emphasis. Techniques that will be explored include use of video, photos, animation, graphic design, and text to convey interactive news and feature stories through the Internet and other electronic media. In addition, students will use critical thinking skills to develop the best way to build media content into a central project. Ethical considerations, including the use of contributed content, will also be examined. (CSU, C-ID JOUR 120)

Prerequisite: None

More about the course and Student Learning Outcomes in Delta College's 2016-17 Catalog:

<http://bit.ly/1M8k25k>

Tutorials: pulse209.com/tutorials

Withdrawal from the course: STUDENTS BEAR THE RESPONSIBILITY OF WITHDRAWING FROM THE CLASS IF THEY CHOOSE TO STOP ATTENDING. Students who fail to drop the class and stop attending will receive an "F" for the final course grade. Feb. 3, 2017 is the last date to request refund of fees for full term class. Feb. 12, 2017 is the last date to drop a full-term class without a "W" notation on the academic transcript. March 29, 2017 is the last date to drop a full term class with a "W" notation on the academic transcript.

Grading

Sixty percent of the final grade will be based on a completed multimedia story project, with a minimum of the following elements: a one- to two-and-a-half-minute video, a three- to four-minute video, a photo gallery, a 600-word story and one extra multimedia element built into a WordPress landing page, with a tastefully designed graphic header, on **Pulse of 209** (pulse209.com).

Ten percent of the grade will be based assigned social media participation on **Pulse of 209** Instagram and Facebook accounts.

Twenty percent of the grade will be based on assigned checkpoints and meeting rolling deadlines.

Ten percent of the grade will be based on an oral presentation of the multimedia project to an audience, the final.

Grades ARE NOT CURVED in this course: A range is 100-90 percent, B range is 80-89.99 percent, C range is 70-79.99 percent, D range is 60-69.99 percent, F range is 59.99 or below percent.

Please note you are not **GIVEN A GRADE, YOU EARN A GRADE.**

Attendance

Consistent attendance is important. This class will adhere to the San Joaquin Delta College Absence from Class Policy 5150.

Three or more unexcused absences will result in lowering of the final grade.

You are responsible for asking a peer for lecture notes if you are absent. Only a college authorized absence will allow a student to take a test at a different time. Papers and class assignments must be turned in PRIOR to said authorized absence.

Plagiarism

San Joaquin Delta College considers plagiarism a major offense, resulting in a failing grade for the specific assignment and any participation points associated with it, for the semester and/or suspension from the college. There is a zero-tolerance policy on this in the mass communication program.

Plagiarism is accidental or intentional copying of someone else's work to represent it as your own. Cases of plagiarism will be turned in to the the student conduct office.

To learn more about plagiarism, visit the San Joaquin Delta College Library website: <http://bit.ly/2j0h7R5>

Lab

This is a lab-based course. The schedule includes two hours of time each week inside the classroom for lecture. Your four lab hours are classified as "to be announced." You will be spending those lab hours reporting your project at the beginning of the semester and working on your project near the end of the semester.

You are expected to put in a sizeable amount of time on your one and final project in this course. It is recommended you maintain regular lab hours during the course of the semester. Use the open lab time to use the Adobe products (available on all the iMacs in Shima 203 and Shima 204), ask questions and get help from the instructor.

Please note that the computers are first come, first served. The machines in Shima 204 are reserved for newspaper students during production weeks for *The Collegian* student newspaper.

Pace yourself as you work on your project. Availability for one-on-one help will become more limited as the semester draws to a close, as there are many projects going online. If you come in the last week of the semester asking for extensive help, you will be referred back to this syllabus to explain why that is not possible.

Equipment

A limited amount of equipment is available for rental. The equipment includes video camera kits, tripods, GoPro cameras, audio recorders and wired microphones. A rental agreement must be filled out to take equipment off campus. Broken or misplaced equipment will be billed to your student account, with a hold put on your student account.

You may use your own equipment, but you take responsibility for maintaining and using it properly.

San Joaquin Delta College is not liable for your equipment. You may use your own hard drive as well, but again, you take responsibility for maintenance and proper care. Care and archival of footage is your responsibility. Device failure or losing of footage due to a problem with personal equipment isn't grounds for more time on your project.

Class Conduct

This is a learning environment. In this classroom, you should feel comfortable expressing opinions on mass communication topics without reprisal from classmates. You are expected show respect to the instructor by paying attention and not talking during lectures. Students who are rude to other classmates or the instructor will be warned once about behavior. If the behavior continues, the instructor will remove the student from classroom for the two days, per San Joaquin Delta College policy, calling the campus police department if necessary. Continued disruptions may result in permanent removal from the classroom.

You will be expected to do the following:

- Respect the instructor.
- Attend class regularly and be on time.
- Conduct yourself in a college-level manner, including: no sleeping in class, no doing homework for another class, no doing homework for this class (it won't be accepted), and no listening to electronics.
- Check your college email regularly.
- Turn off or put your cell phone on vibrate while in class. If you have to take an emergency call, please walk out of the classroom quietly.
- Not wear flat-billed caps or sunglasses in the classroom. The instructor will ask you to remove the item. If you do not, you will be dismissed and marked absent.
- Not engage in side conversations, unless instructed to do so as a part of a group assignment.
- Not pass notes.
- Not pack up until the instructor is finished lecturing.
- Come to class prepared: Do not ask your instructor for time to print your assignment when you enter the classroom. Make sure your papers are stapled **BEFORE** you come to class.
- Be responsible for your educational experience: Your lack of planning doesn't constitute an emergency on your peers' or instructor's part. This syllabus includes dates for assignments and tests, please read it, add the dates to your calendar and be cognizant of deadlines coming up.
- Turn in assignments on time: Late work **WILL NOT** be accepted. Don't ask. Don't try to negotiate after the fact. You are given ample time and notification when assignments are due per this syllabus.

Ethics

The nature of this mass communication course requires reporting. For the purpose of MCOM 10, you are a journalist. You are asked, at minimum, to follow the Society of Professional Journalists' Code of Ethics (<http://www.spj.org/ethicscode.asp>) when reporting and producing work for **Pulse of 209**.

Ethical guidelines include, but are not limited to, reporting without bias, disclosing any conflict of interest to the course instructor immediately, declining free or complimentary passes for events outside of your reporting (as in you cannot accept tickets after reporting on an assignment for your whole family) and generally not accepting any "gifts" that could influence reporting. If in doubt about something, please consult the instructor.

Students acting outside of these parameters will receive a lower grade.

Class schedule

Jan. 23: Course introduction, syllabus, expectations, class rules and responsibilities

Jan. 25: Multimedia beginnings

- **Lecture:** Why multimedia?

Jan. 30: Introduction to multimedia lab

- **In-class:** Intro to computers, facilities and file servers
- **In-class:** Set up folders

Feb. 1: Multimedia basics

- **Lecture:** Cultivating amazing story ideas

Feb. 6: Project pitching

- **Homework:** Come with **AT LEAST TWO** project ideas written down, please elaborate on what multimedia elements you can see the project having
- **In-class:** Story pitching

Feb. 8: Story pitching

- **In-class:** Story pitching (continued)
- **In-class:** Story assignments to be made

REPORTING ON PROJECTS TO BEGIN.

EQUIPMENT WILL BE AVAILABLE FOR CHECK OUT FIRST COME, FIRST SERVE.

Feb. 13: Story boarding

- **Lecture:** Turn in a mocked up draft of your project for instructor critique
- **Handout:** Login info for Pulse of 209 WordPress site

Feb. 15: Social media tools for **Pulse of 209**

- **Lecture:** Blogging as an art
- **In-lab:** Dates assigned for social media and blog posts
- **In class:** Access given to social media channels

Feb. 20: NO SCHOOL, PRESIDENT'S DAY HOLIDAY

Feb. 22: Video shooting and shooting

- **Demonstration:** Primer on shooting interviews
- **In-class:** Project checkpoint #1 due

Feb. 27: Video editing

- **Demonstration:** Editing in Premiere

March 1: Video editing

- **Demonstration:** Editing in Premiere, including adding lower thirds

March 6: Audio basics and capture

- **Demonstration:** Editing in Audition

March 8: Advanced audio

- **Demonstration:** Editing in Adobe Audition

March 13: Photo technique

- **Lecture:** Photojournalism guest speaker

March 15: Editing photos in Photoshop

- **Demonstration:** Ethical photo editing
- **In-class:** Project checkpoint #2 due

March 20 - March 24: SPRING BREAK

March 27: Elements of design

- **Lecture:** The good, the bad and the ugly

March 29: Typography

- **Lecture:** Sins of Papyrus

April 3: Basic photo illustrations

- **Demonstration:** Building a header in Photoshop

April 5: Newswriting

- **Lecture:** Writing a story for web
- **Handout:** Common AP Style mistakes
- **In-class:** Project checkpoint #3 due

ALL REPORTING SHOULD BE DONE AT THIS POINT. ROLLING DEADLINES FOR MULTIMEDIA WILL BEGIN APRIL 12.

IN ADDITION TO THE FOLLOWING TIMES, THE MULTIMEDIA LAB WILL BE OPEN FROM 11 A.M. to 3 P.M. MONDAY THROUGH FRIDAY, EXCEPT DURING PRODUCTION WEEKS FOR *THE COLLEGIAN*.

April 10: Web Development

- **Demonstration:** Building pages in WordPress
- **In-class:** Assigning of logins for pulse209.com

April 12: Web Development

- **Demonstration:** Basic HTML
- **FINAL PROJECT:** HEADER DUE

April 17: Web Development

- **Demonstration:** Building a page in WordPress

April 19: Building a gallery in WordPress

- **Demonstration:** Introduction to Royal Slider
- **Homework:** Bring or have photos from project on server
- **FINAL PROJECT:** STORY DUE

April 24: Open lab

- **In-lab:** Time to work on projects

April 26: Open lab

- **In-lab:** Time to work on projects
- **FINAL PROJECT: PHOTO GALLERY DUE**

May 1: Open lab

- **In-lab:** Time to work on projects

May 3: Open lab

- **In-lab:** Time to work on projects
- **FINAL PROJECT: VIDEO/ADDITIONAL ELEMENTS DUE**

May 8: Open lab

- **In-lab:** Time to work on projects
- **FINAL PROJECT: PAGE ASSEMBLED**

May 10: Presentations

- **In-class:** Presentations continued

May 15: Presentations

- **In-class:** Presentations continued

May 22: COMPLETED FINAL PROJECT DUE

- Final project will be graded beginning at 12 p.m.

Student rights and responsibilities

San Joaquin Delta College students should familiarize themselves with their rights and responsibilities, which are available in the Student Handbook or by visiting the following site: <http://bit.ly/1r7jNxZ>

Other considerations

Academic accommodations statement: Students have the right to request reasonable modifications to college requirements, services, facilities or programs if their documented disability imposes an educational limitation or impedes access to such requirements, services, facilities or programs. A student with a disability who requests a modification, accommodation, or adjustment is responsible for identifying himself/herself to the instructor and, if desired, to the Disabled Student Programs and Services (DSPS) office. Students who consult or request assistance from DSPS regarding specific modifications, accommodations, adjustments or use of auxiliary aids will be required to meet timelines and procedural requirements established by the DSPS office. *Students with disabilities who are requesting accommodations should use the following procedure:* Contact the DSPS office, submit documentation of your disability to the DSPS office, and communicate with a DSPS specialist regarding options for services and accommodations, and reach written accommodation agreement not only with the DSPS specialist but also with your instructor. Delta College requests you complete this process at least ten working days before your accommodation is needed, in order to allow DSPS staff and Delta instructor's time to provide your accommodation.

DSPS can be reached at **(209) 954-5151, ext. 6272.**

Alternative media statement: Students with a print disability – a visual limitation or reading difficulty that limits access to traditional print materials – may request printed materials in alternative media. Examples of alternate media formats include electronic format (e.g., text on CD), Braille, tactile graphics, audio, and large print. Students can make alternate media requests through the Office of Disabled Student Programs and

Services.

- *Both descriptions from Disabled Students Programs and Services*

Final note: The instructor reserves the right to change and/or adjust this syllabus at any time.