

Essentials of Digital Media

COMM 2250

Fall 2012 • Weber State University

Instructor: Drew Tyler

Office Phone: (801)626-6682

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Office Hours: 9am-10am Li 73a, or by appointment.

Required Texts:

Assigned readings on CANVAS.

About the Course:

Communication 2250 introduces you to the basic digital communication skills necessary to be successful in today's multimedia environment. You will learn how to produce and edit audio, stills, and video. You will also learn to upload your content for presentation on the Web. You will learn to use social media to disseminate information relative to your content. Concepts will first be discussed in two lecture periods, and then put into practice in a lab.

Course learning outcomes:

Here are some of the skills you will learn:

- The strengths of the different media
- How to navigate the current media landscape
- Effective design of a digital message
- Producing and editing audio, stills, and video
- Using social media to drive traffic & distribute content
- Choosing the correct channels to disseminate your media

Assignments:

In conjunction with nearly every week of instruction, you will work on a corresponding assignment in the lab. You will have major assignments based upon the following sections:

- Social media use
- Content distribution
- Audio production/editing
- Audio slideshow production/editing
- Video production/editing

The skills you acquire in these sections will ultimately be put to use in a final project. You will keep a blog, complete with hyperlinks, and embedded assignments throughout the semester. You will receive points for regularly updating your blog, which you will post to at least once a week. Blogs are to be 50 to 75 words.

In addition, you will complete smaller assignments and quizzes based upon the readings and instruction you receive during lecture periods.

Materials: You will need to have these things for this class;

- At least one SD card - rated above class 6.
- Headphones, earbuds are fine.
- Portable hard drive. (Formatted/partitioned for mac.)



CHECKING OUT EQUIPMENT: For this class, you will need to checkout equipment. Make sure you checkout early and give yourself enough time. *Don't expect to have equipment available the day before the assignment is due.*

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Grading Criteria:

Because of the different nature of assignments in this course, each major assignment will be graded upon separate criteria. A rubric will accompany each assignment that will outline expectations.

Grading: Grades for the course will be determined by exams and quality of student-produced projects using a standard grading rubric.

Audio projects: 20%; Video projects: 20%; Blog entries: 10%; Exams: 15%; Final Multimedia Project: 30%; attendance: 5%

In other words:

Audio Project 1: 50 pts.
Audio Project 2: 75 pts.
Audio Project 3: 75 pts.
Video Project 1: 50 pts.
Video Project 2: 75 pts.
Video Project 3: 75 pts.
Blog entries: 100 pts.
Exams: 150 pts.
Final Multimedia Project: 300 pts.
Attendance: 50 pts.
Total Points: 1000

Grading Scale: A (95-100%)

B+ (87-89%)

C+ (77-79%)

D+ (67-69%)

E (below 60%)

A- (90-94%)

B (83-86%)

C (73-76%)

D (63-66%)

B- (80-82%)

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~~This is an experimental course as such it will have some experimental components. I will be using a variety of media in this course.~~

Course Outline: (Subject to Change)

DUE TUESDAY	Date:	Class Discussion	Thurs. Lab Project
	8/23	Week 1: Introduction and Overview: What is multimedia? How can we use it to share effective messages. Definition of terms, history of multimedia storytelling and how the Internet has changed the way we communicate. Challenges and opportunities. Areas of focus for this class.	No Lab
	8/30	Week 2: Blogs: What is a blog; blogging conventions - blogrolls, posts, permalinks, traffic, conversation; setting up your own blog. Uses of blogs. Examples of professionals who blog.	Create Blogs Twitter/FB/YT embedding
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	9/6	Week 3: Equipment use and technical specifications: How to use our equipment; microphone basics; terminology. Basic storytelling techniques: What makes for good audio; definitions; examples of effective audio usage online.	Audio editing walkthrough
	9/13	Week 4: Audio: Nat Sound exercises. Importing and editing audio with computer software: options available, including Garageband, Audacity, and others; basic interface conventions; basic editing; terminology; exporting.	Audio Project 1 (Nat Sound)
Audio Project 1 (Nat Sound)	9/20	Week 5: Audio Continued: Editing, Interviews	Audio Project 2 (Interview)
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Audio Project 3 (Slideshow)	10/11	Week 8: Camera/shooting Basics: what to use and when to use it: Camera basics; microphone usage; tripods; video recording formats.	No class 10/13 no lab 10/13

