



## Course Objectives

By the end of this course, you will be able to:

1. Describe why particular new media texts are or are not effective, using terms specific to the study of new media.
2. Identify and explain changes that new media communication technologies have brought to our personal lives, to specific media industries, and to our physical and social communities.
3. Produce new media artifacts, both individually and as part of a team, which demonstrate at least advanced-beginner level knowledge of digital recording and editing technologies.
4. Identify key concepts for ethical practice with new media, and create new media objects that reflect ethical practice.

## Textbooks

*New Media* (4<sup>th</sup> Edition), by Terry Flew. ISBN: 9780195577853

*The Language of New Media*, by Lev Manovich. ISBN: 9780262632553

## Top Hat

We will use the Top Hat classroom response system in class ([www.tophat.com](http://www.tophat.com)). With Top Hat, you can submit answers to in-class questions using Apple or Android smartphones and tablets, laptops, or text messages. Top Hat requires a paid subscription, and a full breakdown of all subscription options available can be found here: [www.tophat.com/pricing](http://www.tophat.com/pricing). **You must purchase or have access to a**

**subscription for the duration of this class.**

You can visit the Top Hat Overview—<https://success.tophat.com/s/article/Student-Top-Hat-Overview-and-Getting-Started-Guide>—within the Top Hat Success Center, which outlines how to register for an account and provides a brief overview to get you up and running on the system. An email invitation will be sent to you by email, but if don't receive this email, you can register by simply visiting our course website: [app.tophat.com/e/441491](http://app.tophat.com/e/441491). Note: our Course Join Code is: 44191

Should you require assistance with Top Hat at any time, please contact their Support Team directly by way of email ([support@tophat.com](mailto:support@tophat.com)), the in app support button, or by calling 1-888-663-5491.

## **Additional Readings**

Additional course readings, links to videos and podcasts, and course assignments are posted on Sakai ([sakai.luc.edu](http://sakai.luc.edu)).

## **Attendance and Participation**

Attendance is mandatory and you are to sign in to class via the Top Hat web platform before class begins. With that said, emergencies and illnesses do happen. For this reason, you are allowed **two absences per semester**. Arriving more than **ten minutes late counts ½ of an absence**, and if you arrive late, but within the 10-minute window, your participation grade will be affected. **After two absences, your final course grade will drop by ½ letter grade for each subsequent absence.**

If you anticipate you will need to miss more than two classes, you must talk to me directly. If you are sick, or an emergency comes up, you must contact me within one week of the missed class and provide written documentation of your illness or emergency. It is your responsibility to find out what you miss when you are absent, by contacting a fellow student and/or reviewing class materials on Sakai.

Active participation using technology and devices is strongly encouraged! Please bring your smartphone, computer, or tablet, so that you can participate via Top Hat. **However, please refrain from non-class related use of social media and the Internet during our class meetings.**

### **Class Conduct Policy**

Always be respectful in your interactions with me and your classmates. Please respect others' ideas and opinions and the rights of others by (1) allowing all classmates the right to voice their opinions without fear of ridicule, and (2) not using profanity or making objectionable comments, especially comments directed at a classmate.

As in any job or class, please be professional. Show up on time. Participate. Attend the presentations of your classmates. Treat others as you would like to be treated.

### **Students with Disabilities**

Any student with a learning disability 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 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.

## **Course Grading**

Course projects will be weighed as follows:

- Participation: 10% - 100 points
- Project #1 - Short Video: 15% - 150 points
- Projects #2 & 3 - Digital Artifact Analysis and/or Podcast: 25% - 250 points
- Midterm Exam: 10 % - 100 points
- Project # 4 - Multimedia Change Campaign: 25% - 250 points
- Final Exam: 15% - 150 points

**Total: 1000 points**

## **Individual Assignment Grade Scale**

- A: 100-94
- A-: 93-90
- B+: 89-88
- B: 87-83

- B-: 82-80
- C+ 79-78
- C: 77-73
- C-: 72-70
- D+: 69-68
- D: 67-63
- D-: 62-60
- F: 59-0

**Total Semester Grade Point Scale: Grades are absolutely not rounded up at semester's end**

- A: 1000-940
- A-: 939-900
- B+: 899-880
- B: 879-830
- B-: 829-800
- C+ 799-780
- C: 779-730
- C-: 729-700
- D+: 699-680
- D: 679-630 D-: 629-600
- F: 599-0

## **Late Assignment Policy**

All assignments must be posted in Sakai, Loyola University Chicago's online portal ([luc.edu/sakai](http://luc.edu/sakai)) by their due dates, unless otherwise specified. You can sign in to Sakai using your Loyola UV ID and password. Sakai provides a date and time stamp for all posted materials. **Late midterm and final exams will not be accepted. Late assignments will be accepted with a 25% grade deduction for each 24 hours that the assignment is late. If you anticipate an unavoidable problem getting an assignment in on time, please notify me at least 48 hours before the assignment due date.** I will not grant extensions unless you notify me 48 hours in advance of the due date.

## **Academic Honesty**

(Language \_\_\_\_\_ and \_\_\_\_\_ policies \_\_\_\_\_ from:  
[http://www.luc.edu/academics/catalog/undergrad/reg\\_academicintegrity.shtml](http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml))

Please make sure you give credit for anything you find on the Internet, in a textbook, or shared from a classmate or other course. The critical issue is to give proper recognition to other sources. To do so is both an act of personal, professional courtesy and of intellectual honesty.

There is zero tolerance for academic dishonesty. Any student who has been found to have plagiarized or cheated will receive a failing grade for that assignment. It is also unacceptable to turn in the same assignment for two classes. If you think you have an opportunity to build on a project from another course, come talk to me.

## Course Projects

**\* Note: Detailed assignment sheets will be distributed for each assignment.**

### **Project #1: Short Video, aka Modern Day “Man with a Movie Camera” – Due: 9/25**

You will create a short video (<3-minute), inspired by Dziga Vertov’s classic film, “Man with a Movie Camera,” which explores your experience with everyday digital technologies. With this video, you will submit a short reflective essay (<700 words), which reflects on your techniques and production decisions using concepts from our course readings.

### **Projects #2 & #3: Digital Artifact Analysis Paper(s) and/or Podcast**

Please choose from two of the following projects. You will also write a research paper on your topics, and informally present on one of your projects to the class.

- **Option #1: Analysis of a Timeless Photograph – Due 10/02**

You will select a photograph that has achieved critical and/or popular notoriety and write a short paper, which explores the possible reasons for the photograph’s success. Your paper will engage ideas from class lectures, guest speakers, and course readings.

- **Option #2: Podcast on Journalism Today – Due 10/09**

With our class readings as a starting point, you will create a short audio podcast (>5 minutes) on the state of journalism today, which might explore topics such as citizen journalism, networked journalism, or computational journalism. With this podcast, you will submit an essay (<700 words), which further develops ideas in the podcast with our course readings.

- **Option #3: Your Own Meme – Due 10/23**

You will create a visual meme that has a chance of going viral and write a short paper that engages with course readings to explain how media goes viral and why yours might (or might not).

**Project #4: Multimedia Social Change Campaign—Due week of 11/28**

With a team of 4-5 other students, you will design original campaign materials that raise awareness of a specific problem or opportunity and mobilize people to address this problem or opportunity. The topic of the campaign is your team's choice: you might choose an issue that affects a campus organization, or a Chicago or national issue.

Each team must produce the following required materials:

1. a logo and graphic identity, including a color scheme and typeface(s)
2. a short video (1-2 minutes), which explains the problem or opportunity and, optionally, introduces your campaign
3. a basic web page

Each team member will also be responsible for producing one or more additional media items for the campaign (more information available later in the course), and helping to deliver the final team presentation to the class.

## **Weekly Classes and Assignments**

\* **Note:** This course schedule is subject to change. Any updates and additional readings will be posted to Sakai and explained in class. All readings are due, unless otherwise specified, before the first class meeting of each week.

### **Week One: What is new media?**

*Assignments: read chapter 1, New Media by Terry Flew; read chapter 1, The Language of New Media by Lev Manovich; additional assignments available on Sakai*

M 8/29/16 - Topic: Introduction to New Media

W 08/31/16 - Topic: History of media

F 09/02/16 - Topic: Technology and digital communication

### **Week Two: Cinema and New Media**

*Assignments: read chapter 2 and chapter 6, The Language of New Media by Lev Manovich; additional assignments available on Sakai*

M 09/05/16 - Labor Day - NO CLASS - enjoy your holiday

W 09/07/16 - Topic: Old media devices in new media

F 09/09/16 - Topic: Watch Dziga Vertov's "Man with a Movie Camera"

### **Week Three: Cinema and New Media (Continued)**

*Assignments: read chapter 2 and chapter 3, New Media by Terry Flew*

M 09/12/16 - Topic: Key concepts in new media

W 09/14/16 - Topic: Cinematic approaches to media

F 09/16/16 - Work on digital media projects

### **Week Four: Journalism Past, Present, and Future**

*Assignments: read chapter 5 and chapter 7, New Media by Terry Flew*

*Project #1 due on Sakai before midnight on 9/25*

M 09/19/16: Topic: History of journalism

W 09/21/16: Topic: Current state of affairs

F 09/23/16: Topic: Participatory culture and the citizen journalist

### **Week Five: Through the Lens – Photojournalism**

M 09/26/16 - Topic: A history of photojournalism

W 09/28/16 - Topic: Everything old is new again

F 09/30/16 - Guest Speaker

### **Week Six: Modes of Storytelling**

M 10/03/16: Topic: Storytelling - print-based and screen-based modules

W 10/05/16: Topic: Fireside chats, NPR, and podcasts

F 10/07/16: Quiz; Topic: Consuming news: newsworthiness vs. entertainment

### **Week Seven: Social Media: The Final frontier?**

*Assignments: read chapter 4, New Media by Terry Flew*

M 10/10/16: Columbus Day, Mid-semester break - NO CLASS

W 10/12/16: Topic: What's in a meme? And other social media tropes

F 10/14/16: Guest speaker

### **Week Eight: Marketing, Metrics and Mass Consumption**

*Project #3 due on Sakai before midnight on 10/23/16*

M 10/17/16: Topic: Facebook, apps and adventures in storytelling

W 10/19/16: Topic: Convergence

F 10/21/16: Midterm Exam

### **Week Nine: Student Project Presentations**

M 10/24/16 - Student project presentations

W 10/26/16 - Student project presentations

F 10/28/16 - Student project presentations

### **Week 10: Student Project Presentations (cont.)**

M 10/31/16: Student project presentations

W 11/02/16: Student project presentations

F 11/04/16: Attend Loyola Presidential Inauguration

### **Week 11: New Media in Politics**

*Assignment: read chapter 11 New Media by Terry Flew*

M 11/07/16: Topic: The role of social media in politics

W 11/09/16: Topic: Election results

F 11/11/16: Guest speaker

## **Week 12: Privacy, Piracy, and Globalization**

***Assignments: read chapter 6 and chapter 12 New Media, by Terry Flew***

M 11/14/16: Topic: Ethics and privacy in new media

W 11/16/16: Topic: Gaming and new modes of interactivity

F 11/18/16: Topic: The global knowledge economy and piracy

## **Week 13: Group Break Out**

M 11/21/16 - Break out into groups to work on class project

W 11/23/16 - Thanksgiving break - NO CLASS

F 11/25/16 - Thanksgiving break - NO CLASS

## **Week 14: Multimedia Change Campaign Presentations**

***Project #3 due posted to Sakai on same day as in-class presentation***

M 11/28/16: Group presentations: 1,2,3,4

W 11/30/16: Group presentations: 5,6,7,8

F 12/01/16: Group presentations: 9,10,11,12

**Week 15: Multimedia Change Campaign Presentations (Cont.)**

*Project #3 due posted to Sakai on same day as in-class presentation*

M 12/05/16: Remaining Group Presentations

W 12/07/16: Discussion on group presentations

F 12/09/16: Final exam questions and review

12/16/16 - **FINAL EXAM**