

Loyola University Chicago
SPRING 2018
COMM 450: Graduate Capstone
W 4:15-6:45pm

Instructor: Richelle F. Rogers

E-mail: rrogers2@luc.edu (Please allow up to 24 hours for a response to e-mail. Remember to include your name and the course on your subject line. Please use your Loyola e-mail account when sending e-mails. Please do not email me after 6pm.)

Office: SOC 214 – Second floor

Office Hours: W 10AM-12PM (Walk in) - An appointment is not necessary.

Course overview:

The Master's Capstone Project involves the integration of new media tools and storytelling, culminating in a professional project that is conveyed to a target audience and widely distributed. The project should be the focal point of your online portfolio. It should be an example of what you have learned during the program, and a project that makes a potential employer say, "I must hire this Loyola grad!"

You will produce a variety of written documents to accompany your multimedia project, including:

- A project proposal that clearly outlines the idea, and the target audience. Hard data about why this target audience would be interested in this project, and a detailed plan of your chosen platforms. When considering your platforms, walk the instructor through why this platform is idea for your intended audience.
- A schedule of deadlines which you will adhere to throughout the semester
- Extensive original research/ expert interviews – In addition, students are required to interview an industry expert to discuss their selected topic.
- Pre-production documents specific to your project. These types of documents may include a rough outline, storyboards, schedule, etc.
- A final project report that includes a bibliography, a detailed plan of distribution, any corresponding metrics proving the project reached your target audience. You need to begin a working bibliography as soon as the topic is approved. Eventually, this document will become your final bibliography, which will include all sources that you use during your research.
- An agenda for individual meetings throughout the semester

IDEA Learning Objectives

- Gaining factual knowledge (terminology, classifications, methods, trends).²
- Learning to *apply* course material (to improve thinking, problem solving, and decisions).²
- Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.

How you will be evaluated

The Capstone is an independent student-directed project that will focus on an issue that has become of interest to you during your time in the program. This is a professional project. You are creating deliverables for a real-world client.

The focus of your research, interviews, and final multimedia product (your deliverable) is based on *your* interests and choices.

Students will meet all deadlines and take a professional approach to your research, project work, and overall participation and ownership of your project.

Ability to meet deadlines – All work is due at the beginning of class on assigned dates. No work will be accepted after the due date. *Assignments cannot be accepted by email.* Deadlines for all projects are firm. Any work turned in after the deadline will receive a one letter grade reduction for each week it is late, even if by one day.

Attendance – Regular and on time attendance is essential for the educational process to work. Loyola University Chicago expects all students to attend every scheduled class on time. Exceptions may be made for University sponsored or work related activities, illness, or valid emergency situations. Any unexcused absences will result in a lower participation grade.

Attention to Detail – All written assignments must be typed (unless otherwise directed) and free of spelling/grammar errors. Allow time for proofreading, editing, and revision. As communication students, you have a responsibility to pay attention to spelling/grammar and if your work contains blatant errors, expect a reduced

grade.

Time Management – This is a student-directed project, which means how you manage your time will impact the quality of your final project and determine how you progress throughout the semester. Students are evaluated on their efficiency and use of time throughout the semester.

Individual Meetings – Appointment via Sakai Sign Up Tool and Agenda Required

Students can have more individualized sessions with the instructor to talk through their project and receive more personalized feedback. In order to receive maximum benefit from the session, an agenda is required. Students will determine what topics need review. It's important that each student is organized and understands what outcomes they want before the individual meeting. Students can sign up for individual meetings anytime via the class Sakai website sign up tool. Students are encouraged to attend at least two individual meetings.

Group Meetings

We will occasionally meet as a group (see dates in the syllabus) to report on the status of each project, discuss research and screen/review scripts and rough cuts. Think of the group session as a collaborative effort to help and support each other. Students are required to have something new to show the class for each group session.

These sessions are important. They will help you stay on track. ☑ Be prepared to present your project thus far, and critique others. This is not just a detailed update but an opportunity to help your colleagues make their projects better. ☐

Faculty Adviser

The instructor will be the adviser of your capstone project, unless you think another faculty member could better assist you.

Faculty members do not *have* to agree to serve as advisers, however. The SOC has a diverse faculty that might fit well within your interests. Students are encouraged to research our faculty through the SOC Faculty Directory.

During the semester, you will work with your adviser on the project itself. You should check in with your adviser weekly or biweekly to provide updates on your work, ask for advice, and receive feedback and guidance.

Industry Interviews

Students will conduct two separate interviews with an industry professional. Students will have to write questions before the interview and take detailed notes during the interview. Students are also encouraged to record their conversation. The interview should cover the following:

- A discussion of your selected topic, its relevance to your intended audience and the overall viability as a multimedia digital project. Students should think about how to incorporate the professional's suggestions into their project.
- The second interview, ideally after more than 50 percent of your project is complete, is a feedback session of your project's progress.

Research Support

SOC researcher Abby Annala is a good resource for your project. Students can schedule an appointment online <http://libguides.luc.edu/communication> . Students are encouraged to meet with Abby once during the semester.

Writing Support

Written assignments are expected to be well written and proofread. For writing support, please visit the following resources:

1. Loyola University's University Writing Center at <http://www.luc.edu/writing/index.shtml>
2. Students can also visit the SOC Writing Center at SOCWritingCenter.slack.com

Students can book appointments, browse resources, and get immediate help through the Slack Group.

SOC Equipment

The School of Communication has a variety of equipment that we can use for class-related projects. This equipment may be checked out through Andi Pacheco in SOC 004 (contact apacheco@luc.edu; phone 312-915-8830).

Weekly updates available via Sakai

Sakai will serve as the course hub. You are expected to check on Sakai before each scheduled class. The syllabus, updated class assignments and the individual meeting sign up tool are available via the class Sakai website.

Grading Standard

A
B
C
D
F

Project Proposal: 10 percent

25 percent of Project Presentation: 20 percent

50 Percent of Project Presentation: 20 percent

Class Participation: (including individual meetings, group meetings): 20 percent

Final Project Screening: 30 percent

Project Deadlines

February 7: Project presentations due in class

February 28: 25 percent of project due – Students will present their progress to the class. Presentations should not exceed 15 minutes.

March 28: 50 percent of project due including a rough script/project edit. Students will present their progress to the class. Presentations should not exceed 15 minutes.

April 25: Final Project Screening - Place TBD

Project Proposal Presentation – Due February 7, 2018

Students will introduce their project to the class in a ten-minute presentation. In addition, students will submit a 3-4 page written proposal via the class Sakai website. The proposal will include the following:

- A detailed overview of your project including your adviser and contact information.
- Formats you are considering (app, web site, video, podcasts, etc.)
- The intended audience – Include an explanation of why your audience will be interested in your project. Explain why your topic is relevant.
- Examples of similar projects – include both a good example and an example that needs improvement and note what you will do differently.
- ☑A plan on where/how the project will be distributed and promoted through digital channels☑
- Summary of first discussion with adviser – all students are required to meet with their adviser before the presentation.
- Industry professional interview regarding your topic's viability and relevance.
- A schedule of deadlines that includes what you'll have finished by what date.

Plagiarism and Academic Integrity – Academic dishonesty of any kind will not be tolerated.

Plagiarism in your work will result in a minimum of a failing grade for that

assignment. The case may carry further sanctions from the School of Communication or the University, the most serious being permanent expulsion. Avoid turning in work that could be interpreted as plagiarism or academically dishonest. It is dishonest to: 1) Turn in the same work for multiple classes; 2) Turn in a paper you have not written yourself; or 3) Copy from another student or use a “cheat sheet” during an exam. This is an academic community; being uniformed or naïve is not an acceptable excuse for not properly referencing your sources. The policy can also be found here: <http://www.luc.edu/soc/Policy.shtml>.

Special Needs – Please give the instructor written notice in the first week of class about any medical or other conditions that may interfere with your individual performance. Documentation is required. Information about Services for Students with Disabilities: <http://www.luc.edu/sswd/index.shtml>

Course Schedule (subject to change)

Class does not meet every week. Students will have an allotted number of work days to work on this project, meet with your adviser, learn software, etc.

January 17: Review Syllabus/ Schedule/Class Expectations,
First Assignment: Proposal Presentations (ten minutes) will be held Wednesday, February 7, 2018. Students will also submit a 3-4 page written copy of their proposal via the class Sakai website.

Students sign up for individual meetings via the class Sakai website.

January 24: Individual Meetings by appointment

January 31: Work Day

February 7: Group Meeting - Proposal Presentations Due (Prior to the presentation, proposals must be approved by your adviser)

February 14: Work Day

February 21: Individual Meetings by appointment

February 28: Group Meeting – Students should have 25 percent of their project complete and be prepared to update the class on their project

March 7: Spring Break – Class will not meet

March 14: Work Day

March 21: Individual Meetings by appointment

March 28: Group Meeting – 50 percent of project due in class

April 4: Individual Meetings by appointment

April 11: Work Day

April 18: Work Day

April 25: Final Project Screening - Place TBD