Section	22359228
Time	M W: 4:00 – 5:50
Place	Moore Hall 314
Instructor	Dr. Trevor Diehl
	diehl1th@cmich.edu
	Office hours: Moore 313: W/TH 2:00 - 3:30
	Office phone: 989-774-3973

Course Description

The constant evolution of information and communication technologies (ICTs) has radically altered the way people consume and interact with the media. Today's content producers must be literate in a range of digital and multi-platform storytelling tools. Where journalists, broadcasters, and creative artists used to rely solely on one platform (written, audio or visual), today's media workers must be able to adapt to creating content for print, web, mobile, and social media platforms. This course provides students with an overview of the basic concepts, tools and techniques for delivering media content across platforms. Students will practice creating online stories with a combination of social media, text, photos, video, audio, and data visualizations.

Prerequisite

BCA 210 with a grade of 'C' or better; or signed Integrative Public Relations major

Learning Outcomes

1. Familiarity with different formats for text, images, audio, video and info-graphics for online storytelling.
2. Intermediate proficiency with a content management system (CMS) (WordPress and Medium).
3. Enhanced understanding of the key concepts and issues facing media producers in online environments.
4. Experience designing and creating narratives with online media elements.
5. Increased ability to learn new software tools and solve problems quickly and efficiently.
6. Ability to critically reflect on your own relationship with media technology.

Course methodology and structure

The course will meet twice a week. Our meetings will be a mix of lecture, discussion of readings, group exercises, and lab work. In order to get the most out of class discussion, all the readings for a particular class should be finished before that meeting, and students must make every effort to attend class I will take attendance (see below).

Recommended Texts:

Cairo, A. (2016). *The truthful art: Data, charts, and maps for communication*. New Riders.

Hagan, R., & Golombisky, K. (2017). *White Space is Not Your Enemy: A Beginner's Guide to Communicating Visually through Graphic, Web, & Multimedia Design*, 3rd edition.

Resource Requirements

All students taking this course will need access to a computer connected to the Internet and loaded with multiple web browsers. Students will need reliable access to Blackboard and their student email frequently for class information and discussion. Finally, students should have access to their U-Drive or a personal flash drive for storage of in-class assignment files, etc.

Attendance

Class Policy: Physical absence not resulting from a documentable medical or family emergency, or mental absence (i.e. sleeping in class, etc.), will be deemed an unexcused absence. Starting with the third unexcused absence, the student will be assessed a 25-point penalty against their final course grade for each such further absence, first from their course participation grade and, if more than three, then from their final course point total. All documents for excused absences must be submitted within two (2) weeks of the date of the absence. No documentation turned in after that deadline will be accepted.

It is the student's responsibility to sign in if present for each class period. Attendance will be recorded only from the sign-in sheets at the end of the semester.

Course Assignments and Workload

Building a personal website for digital storytelling (50 points): Early in the class, students will begin learning the basics of web design and content management. The website will be the final home for all projects created in the class, and it will serve as the "sandbox" as we learn new tools.

Beat reporter (50 points): On the second day of class, you will sign up for a news beat related to issues in online media. Over the course of the semester you will become and expert in that area. You will regularly follow the news and come to class prepared to report on recent developments.

Three lab assignments (50 each, 150 total): There will be regular assignments related to topics covered in the course. These assignments will be based on the labs, and are comprised of the following: a) an original data analysis post employing Datawrapper, b) an info-graphic based on personal media use habits (to be discussed in class), and c) a third post of the student's choosing using photo, audio, or web apps covered in class.

Final project (150 points): For the final project in this class, students will create an original piece of multi-platform storytelling (either in the journalistic, academic, or creative style) and should be comprised of at least four of the following components: a) a 1000 word essay that accompanies other visual and digital elements, b) an interactive web-based component (e.g. data visualization or map), c) a second media component of the student's choice, and d) integration with social media.

Participation (100 points): Since much of the class relies on group discussion and lab exercises, it is important that you come to class prepared to interact with others. Read, come to class with questions, and be ready to contribute.

Grading

A total of 500 points are available. I will use the point system to determine your final letter grade based on the following criteria:

450-500 = A; 400-449 = B; 350-399 = C; 300-349 = D; $\leq$ 299 = F

Late work/missed assignments

Some work cannot be late because the class meeting for that day depends on your contribution. Thus, on the days you have signed up to present or learn a tool, you must be present and prepared to receive credit. In general, you will lose one letter grade if you fail to hand an assignment in when due (e.g. an A paper will automatically become a B paper). Please note that **for the final assignment, late papers will not be accepted** except in cases of exceptional circumstances.

Incomplete Policy

Students who do not complete one or more of the production projects will not be allowed an "incomplete" for the course. Incomplete grades will only be given in cases where a student is unable to complete the final exam. In such cases, the decision of the instructor is based solely on written, verifiable documentation submitted well in advance of the exam date. Acceptability of documentation/verification is left to the instructor's discretion.

BCA Syllabi Policies

Students with Disabilities

Central Michigan University provides students with disabilities reasonable accommodations to participate in educational programs, activities, or services. Students with disabilities who require accommodation to participate in class activities or meet course requirements should contact the instructor as soon as possible so that arrangements can be made. Students with disabilities requiring accommodation to participate in class activities or meet course requirements must first register with the Office of Student Disability Services (120 Park Library, telephone 774-3018; TDD 774-2586). Reasonable accommodations will be determined on a case-by-case basis.

Policy on Academic Integrity

On May 5, 2009, the Central Michigan University Academic Senate approved the Policy on Academic Integrity, which applies to all university students. Copies are available on the CMU website at: https://www.cmich.edu/AcademicSenate/secure/Pages/noncurric.aspx and in the Academic Senate Office in Ronan 280. All academic work is expected to be in compliance with this policy.

School of BCA Policy on Classroom Civility

All CMU students are expected to comply fully with the Responsibilities of Students, as stated in the CMU Code of Student Rights, Responsibilities and Disciplinary Procedures, available online at: https://www.cmich.edu/ess/studentaffairs/Pages/Student-Rights.aspx

School of BCA Policy on Class Absences

Absences for which the student is requesting special accommodation must be requested in advance and in writing. These absences may adversely impact the student's grade.

Intellectual Property Protection Statement

In order to protect the intellectual property interests of the instructor, the privacy interests of student members of the class, and to encourage an open and fair exposition of all student views in the classroom without fear that student views expressed will be recorded and possibly posted in another forum, recording of classroom lectures and conversations is not permissible without the express, prior written consent of the instructor. Unauthorized recording of classroom activity shall be considered a violation of the CMU Student Code of Rights, Responsibilities and Disciplinary Procedures.