PURDUE UNIVERSITY
REQUEST FOR ADDITION, EXPIRATION, OR REVISION OF AN UNDERGRADUATE COURSE
(10000-49000 LEVEL)

DEPARTMENT Communication: Please check the items below which describe the purpose of this request.

- [ ] New course with supporting documents
- [ ] Add existing course offered at another campus
- [ ] Expiration of a course
- [ ] Change in course number
- [ ] Change in course title
- [ ] Change in course credit type
- [ ] Change in course attributes (department head signature only)
- [ ] Change in instructional hours
- [ ] Change in course description
- [ ] Change in course requisites
- [ ] Change in semesters offered (department head signature only)
- [ ] Transfer from one department to another

PROPOSED:

Subject Abbreviation: COM
Course Number: 4XXXX
Long Title: Multimedia Design & Production
Short Title: Multi Design & Prod

EXISTING:

Subject Abbreviation
Course Number
Long Title
Short Title

Abbreviated title will be entered by the Office of the Registrar if omitted. (32 CHARACTERS ONLY)

TERMS OFFERED:
Check All That Apply:
- [ ] Fall
- [ ] Spring
- [ ] Summer

CAMPUS(ES) INVOLVED:
- [ ] Calumet
- [ ] Cont Ed
- [ ] N. Central
- [ ] Ft. Wayne
- [ ] Tech Statewide
- [ ] Indianapolis
- [ ] W. Lafayette

CREDIT TYPE

1. Fixed Credit: Cr. Hrs.
   - [ ] 3

2. Variable Credit Range:
   - Minimum Cr. Hrs. (Check One):
     - [ ] To
     - [ ] Or
   - Maximum Cr. Hrs.

3. Equivalent Credit: Yes
   - [ ] No

COURSE ATTRIBUTES:
Check All That Apply
- [ ] 1. Pass/Not Pass Only
- [ ] 2. Satisfactory/Unsatisfactory Only
- [ ] 3. Repeatable
- [ ] Maximum Repeatable Credit:
- [ ] 4. Credit by Examination
- [ ] 5. Fees:
   - [ ] Coop
   - [ ] Lab
   - [ ] Rate Request
   - [ ] Include comment to explain fee

- [ ] 6. Registration Approval Type
   - [ ] Department
   - [ ] Instructor
- [ ] 7. Variable Title
- [ ] 8. Honors
- [ ] 9. Full Time Privilege
- [ ] 10. Off Campus Experience

COURSE DESCRIPTION (INCLUDE REQUISITES/RESTRICTIONS):
Multimedia Design & Production is an advanced course that requires students to integrate multimedia storytelling techniques into interactive projects, including audio, photo, and video presentations, as well as other forms of technology used in the field of journalism. During the capstone project, students will develop an increased understanding of how digital storytelling both impacts the narrative and expands into a more interactive, user-driven approach. Course P: COM 140, JOUR 2200, COM 3XXX (Digital Storytelling).

COURSE LEARNING OUTCOMES:
- Think critically, creatively, and independently
- Understand concepts and apply theories in the use and presentation of images and information
- Be aware of and skillful in the use of new technologies relevant to the field of journalism
- Write and produce content correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve

[Signatures and Dates]

OFFICE OF THE REGISTRAR
Welcome to the capstone course in multimedia design and production!

Please review this syllabus carefully, keep it with you, and refer to it weekly throughout the semester. It includes information on course objectives, requirements and grading, as well as campus services. This syllabus and additional information also will be posted on Blackboard.

COURSE DESCRIPTION

Multimedia Design & Production is an advanced course that requires students to integrate multimedia storytelling techniques into interactive projects, including audio, photo and video presentations, as well as other forms of technology used in the field of journalism. During the capstone project, students will develop an increased understanding of how digital storytelling both impacts the narrative and expands it into a more interactive, user-driven approach.

Knowledge of photography, audio and video gathering/editing, and journalism best practices are required.

Course P: COM 140 (Intro to Media Production), JOUR J200 (Reporting, Writing, & Editing) & COM 3XXX (Digital Storytelling).

INSTRUCTOR INFORMATION:

Instructor:
Email:
Office phone:
Office location:
Office hours:

LEARNING OBJECTIVES

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

- Think critically, creatively and independently
- Understand concepts and apply theories in the use and presentation of images and information
- Be aware of and skillful in the use of new technologies relevant to the field of journalism
- Write and produce content correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style, grammatical correctness, and design and production quality
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
REQUIREMENTS

Required Texts & Equipment


• REQUIRED EQUIPMENT: 1 TB hard drive

Highly Recommended Materials


• EQUIPMENT: Broadcast quality digital audio recorder, digital camera, and digital video recorder. You also can check out these items from Studio M, but you need to plan well in advance of deadlines.

Assignments and Grading

• Stories (4 story packages @ 100 points) 400 points 40%
• Final multimedia project (1 @ 200 points) 200 points 20%
• Social media and online updates 100 points 10%
  o Twitter micro blog, Facebook, Tumblr, other
• Website development & management 100 points 10%
• Blogs 100 points 10%
• Labs, quizzes and other assignments 100 points 10%

Note: The failure to complete all outside stories and the final multimedia project in their entirety will result in your earning an F in the class, regardless of your point total.

Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>970-1000</td>
</tr>
<tr>
<td>A</td>
<td>930-969</td>
</tr>
<tr>
<td>A-</td>
<td>900-929</td>
</tr>
<tr>
<td>B+</td>
<td>870-899</td>
</tr>
<tr>
<td>B</td>
<td>830-869</td>
</tr>
<tr>
<td>B-</td>
<td>800-829</td>
</tr>
<tr>
<td>C+</td>
<td>770-799</td>
</tr>
<tr>
<td>C</td>
<td>730-769</td>
</tr>
<tr>
<td>C-</td>
<td>700-729</td>
</tr>
<tr>
<td>D+</td>
<td>670-699</td>
</tr>
<tr>
<td>D</td>
<td>630-669</td>
</tr>
<tr>
<td>D-</td>
<td>600-629</td>
</tr>
<tr>
<td>F</td>
<td>0-599</td>
</tr>
</tbody>
</table>

Grading Standards

A+ to A-: Excellent/outstanding work that exceeds course/assignment requirements.
B+ to B-: Good work that goes beyond the required level for the course/assignment.
C+ to C-: Satisfactory work that meets the course/assignment requirements.
D+ to D-: Work that deserves credit, but does not meet the course/assignment requirements.
F: Unsatisfactory work that fails to meet course/assignment requirements.
GRADING NOTES:

- Each student starts with zero points and has the opportunity to earn points for each assignment, up to a maximum of 1,000 points for the semester.
- Plagiarized work earns a zero on the work and university disciplinary action.
- It is your responsibility to keep all graded work until final grades are posted. These will be necessary to resolve any grade dispute (i.e., a recording error).

GRADE REVIEWS—the 24/7 rule

I will not discuss an assignment grade until at least 24 hours after it is returned to you. This practice serves the primary function of allowing you time to review your work and prepare a grade review request. Requests for a review of any assignment grade must be made within one week (7 days) of the return of the assignment. If an assignment is returned before a break, the seven-day period does not include the break days. You are responsible for checking for assignments returned electronically.

DEADLINES, LATE WORK AND ATTENDANCE

Deadlines: Just as an editor or news director would expect you to turn in your assignments on time, I expect the same. It is my policy not to accept late work, as it is not fair to other students or to future employers. I reserve the right to refuse late work or, in the case of extenuating circumstances, to take 10% off the grade after the time the assignment is due and 10% each day after the due date (see below for list of extenuating circumstances). The late work policy is not a penalty, but rather is designed to help you succeed by ensuring that you are keeping up to date and moving forward with the rest of the class and by allowing me to return work to students in a timely manner. However, you will have the opportunity to submit ONE of your story projects up to seven days past deadline, similar to taking sick leave in a newsroom (Note: You cannot request an extension on the final project, so please plan ahead).

Extenuating Circumstances: Exceptions may be made in dire circumstances, such as devastating floods, tornadoes, earthquakes, tsunamis, calamitous illness, organ transplants, death and similar events beyond one’s control. Employment hours and assignments for other classes are not considered “extenuating circumstances.”

Attendance: Class attendance is required, just as it would be in a newsroom, ad agency, public relations firm, or other place of business. Students who attend class typically earn higher grades and become more proficient in the work, which also can give them an edge in finding a job and being promoted.

COURSE POLICIES

Academic Honesty

- Plagiarism is the use of another person’s words or ideas, including the use of both direct quotes and paraphrasing, without crediting that person. Plagiarism and cheating will not be tolerated and may lead to failure on an assignment and/or in the class, and dismissal from the University.
- You are responsible for being attentive to or observant of campus policies about academic honesty as stated in the University’s Student Conduct Code:
Civility and Ground Rules for Discussion

- Remember to turn off cell phones and other portable electronic devices during class unless we are using them in class.
- Adherence to the Student Conduct Code is expected.
- Learning is most productive in a safe, comfortable environment. I am committed to creating a climate for learning characterized by respect for one another and the contributions each person makes to class. I ask that you make a similar commitment. Disagreement and debate is a norm in college classrooms, but civility is necessary. Each person in this course has unique prior experiences and a unique viewpoint to share. This offers a great opportunity for us to learn from each other. Though disagreement and even conflict may occur, I expect your cooperation in maintaining an atmosphere of mutual respect.

Tips for success

- Doing the reading assigned for each class before coming to class is necessary to benefit from what we do in class. The Course Schedule indicates the dates by which reading assignments are to be completed before class.
- Begin working on stories two to three weeks in advance of due date.
- Reserve equipment from Studio M in advance, if you do not have your own.
- Reserve editing time in Studio M if you do not have the software needed to complete your projects.
- Write, revise, edit, proof, rewrite, re-edit, and re-proof each story package before turning it in!

COURSE COMMUNICATION

In addition to announcements made in class and written handouts distributed in class, I may need to contact you between classes, which I’ll do through individual and group email messages. One of the requirements for this course is that you maintain an active IPFW email address and check it and Blackboard regularly for messages. You are responsible for any messages, including assignments and schedule changes, I send you via email and on Blackboard.

The best method to contact me is through IPFW email. I also encourage you to call or visit me during office hours so that we can work together to help your succeed in the class.

DIVERSITY AND NONDISCRIMINATION

"IPFW is committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters tolerance, sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her own potential. In pursuit of its goal of academic excellence, the university seeks to develop and nurture diversity. The university believes that diversity among its many members strengthens the institution, stimulates creativity, promotes the exchange of ideas, and enriches campus life. IPFW prohibits discrimination against any member of the university community on the basis of race, religion, color, sex, age, national origin or ancestry, marital status, parental status, sexual orientation, disability, or status as a disabled or Vietnam-era veteran." (Statement from the IPFW Student Handbook).
DISABILITIES STATEMENT

If you have a disability and need assistance, special arrangements can be made to accommodate most needs. Contact the Director of Services for Students with Disabilities (Walb Union, Room 113, telephone number 481-6658) as soon as possible to work out the details. Once the Director has provided you with a letter attesting to your needs for modification, bring the letter to me. For more information, please visit the website for SSD at http://www.ipfw.edu/ssa/.

OTHER SERVICES FOR STUDENTS

- **Center for Academic Support & Advancement (CASA)** KT G23 260-481-8817 www.ipfw.edu/casa -- study skills development, tutoring, STEPS short courses, supplemental instruction, ESL.

- **The Writing Center** Helmke Library/2nd floor 260-481-5740 http://www.ipfw.edu/casa/writing/ -- peer tutors who can help with all phases of the writing process.

- **Career Services** KT 109 260-481-0689 http://www.ipfw.edu/career/ -- assistance with on- and off-campus job placement and internships.

- **Information Technology Services Help Desk** KT 206 260-481-6030 http://new.ipfw.edu/lts/ -- information on all aspects of computing at IPFW; hardware and software support (including Blackboard); student email accounts.

- **Personal Counseling Service/Student Assistance Program** Walb 113 260-373-8060 -- Many students feel anxious, depressed, confused or overwhelmed at times. You can get help in dealing with feelings and problems that seem out of control.

- **Studio M** Walb 220 260-481-0114 http://www.ipfw.edu/studiom/ -- curriculum-based multimedia lab for students that offers assistance customized to student needs and course requirements.

- **Center for Women and Returning Adults** Walb 120 260-481-6029 www.ipfw.edu/cwra/ -- workshops, support groups, counseling, and other programs.

- **Diversity & Multicultural Affairs** Walb 118 260-481-6608 http://www.ipfw.edu/odma/ -- skills workshops, support groups, diversity training, counseling, mentoring, cultural heritage programs; ASAP program.

- **International Student Services** Walb 145 260-481-6034 http://www.ipfw.edu/iss/ -- visa and INS issues; help with housing, counseling.

- **Mastodon Advising Center (MAC)** KT 110 260-481-6595 http://www.ipfw.edu/mac/ -- appointments with professional academic advisors; help with guiding students in deciding on their major and ultimately their career; help for exploring students, deciding students, and readmitted students; and various student resources.

• Dean of Students Office Waib 111 260-481-6601 www.ipfw.edu/dos/ -- student health insurance, mentoring, grade appeals, free short-term personal counseling and support.

STUDENTS CALLED FOR MILITARY DUTY

If you are a student in the military with the potential of being called to military service and/or training during the course of the semester, you are encouraged to contact your advisor immediately. Please let me know as well. Thank you for your service to our country!

IMPORTANT ACADEMIC CALENDAR DATES—Fall 2012

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Calendar Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug. 13-16</td>
<td>Final Registration and Advising</td>
</tr>
<tr>
<td>Aug. 20</td>
<td>Classes Begin</td>
</tr>
<tr>
<td>Aug. 20-24</td>
<td>Late Registration and Drop/Add</td>
</tr>
<tr>
<td>Aug. 24</td>
<td>Final Fall Payment Deadline</td>
</tr>
<tr>
<td>Aug. 26</td>
<td>Last Day for Full Refund (for full-term classes)</td>
</tr>
<tr>
<td>Aug. 31</td>
<td>Classes Suspended at 4:30 p.m. for Labor Day Holiday</td>
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<tr>
<td>Sept. 4</td>
<td>Classes Resume</td>
</tr>
<tr>
<td>Sept. 17</td>
<td>Pass/Not Pass and Audit-to-Credit Deadline</td>
</tr>
<tr>
<td>Oct. 8-9</td>
<td>Classes Suspended</td>
</tr>
<tr>
<td>Oct. 10</td>
<td>Classes Resume</td>
</tr>
<tr>
<td>Oct. 26</td>
<td>Credit-to-Audit Deadline</td>
</tr>
<tr>
<td>Oct. 26</td>
<td>Last Day to Withdraw (for full-term classes)</td>
</tr>
<tr>
<td>Nov. 20</td>
<td>Thanksgiving Recess Begins after last class</td>
</tr>
<tr>
<td>Nov. 26</td>
<td>Classes Resume</td>
</tr>
<tr>
<td>Dec. 10-16</td>
<td>Last Week of Classes and Final Exams</td>
</tr>
<tr>
<td>Dec. 16</td>
<td>Classes and Exams End</td>
</tr>
</tbody>
</table>
## COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week/Date</th>
<th>Topic</th>
<th>Required Reading</th>
<th>Important Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTRODUCTION</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>- Course intro</td>
<td>For Thurs/Syllabus</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Intro: Journalism is about people, not technology</td>
<td>For Thurs/Briggs: Intro</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Journalism-related websites</td>
<td>For Thurs/Briggs: Appendix—Suggested Web Resources</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>- Digital workers and the Web</td>
<td>For Tues/Briggs: Ch. 1</td>
<td>Due Thursday: Set up blog</td>
</tr>
<tr>
<td>3</td>
<td>- Blogging for better journalism</td>
<td>For Tues/Briggs: Ch. 2</td>
<td>Due Thursday: Blog 1</td>
</tr>
<tr>
<td>4</td>
<td>- Crowd-powered collaboration</td>
<td>For Tues/Briggs: Ch. 3</td>
<td>Due Thursday: Story #1 package</td>
</tr>
<tr>
<td>5</td>
<td>- Microblogging and social media</td>
<td>For Tues/Briggs: Ch. 4</td>
<td>Due Thursday: Blog 2</td>
</tr>
<tr>
<td>6</td>
<td>- Going mobile</td>
<td>For Tues/Briggs: Ch. 5</td>
<td>Due Thursday: Blog 3</td>
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<tr>
<td><strong>Adding Multimedia</strong></td>
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<tr>
<td>7</td>
<td>- Visual storytelling with photographs</td>
<td>For Tues/Briggs: Ch. 6</td>
<td>Due Thursday: Story #2 package</td>
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<tr>
<td>8</td>
<td>- Making audio journalism visible</td>
<td>For Tues/Briggs: Ch. 7</td>
<td>Due Thursday: Blog 4</td>
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<tr>
<td>9</td>
<td>- Making audio journalism visible</td>
<td></td>
<td>Due Thursday: Blog 5</td>
</tr>
<tr>
<td>Week/Date</td>
<td>Topic</td>
<td>Required Readings</td>
<td>Important Dates</td>
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<tr>
<td>10</td>
<td>Visual storytelling with video</td>
<td>For Tues/Briggs: Ch. 8</td>
<td>Due Thursday: Story #3 package</td>
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<tr>
<td>11</td>
<td>Visual storytelling with video</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>12</strong></td>
<td><strong>DECISION MAKING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Data-drive journalism and digitizing your life</td>
<td>For Tues/Briggs: Ch. 9</td>
<td>Due Thursday: Website</td>
</tr>
<tr>
<td>13</td>
<td>Managing news as a conversation</td>
<td>For Tues/Briggs: Ch. 10</td>
<td>Due Thursday: Story #4 package</td>
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<tr>
<td>14</td>
<td>Building a digital audience for news</td>
<td>For Tues/Briggs: Ch. 11</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Field work &amp; individual consultations with instructor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Final project presentations</td>
<td></td>
<td>Final project due, with presentations during class periods.</td>
</tr>
<tr>
<td><strong>17</strong></td>
<td><strong>FINAL EXAM WEEK</strong></td>
<td></td>
<td>Final project presentations during final exam period.</td>
</tr>
</tbody>
</table>

Have a wonderful break!!