

**APSC 96E/MCom 96E: New Media Technologies**  
**School of Journalism & Mass Communications**  
**San José State University, Fall 2007**

**Section**        ; **Classroom Location**

**Instructor:** Steve Sloan

**Preferable Ways to Contact:** E-mail, text message, chat & phone.

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**Catalog Description**

**APSC 96E/MCom 96E: New Media Technologies**

Hands-on instruction in multimedia and emerging new media technologies. Print and web page design, blogging, podcasting, RSS, and creation of multimedia presentations by combining still photos, graphics, and video with music and/or other audio.

**Prerequisites:** None

**Student Learning Objectives**

To successfully complete this course, students must be able to:

- Demonstrate the ability to use new technologies to present images and information.
- Demonstrate the ability to design print media (magazine, newspaper, newsletter, advertisements) and simple web pages.
- Demonstrate the ability to do podcasting as well as a multimedia web presentations.
- Demonstrate the ability to think critically, creatively and independently about how new media technologies are changing traditional media.
- Demonstrate the ability to analyze how the laws of freedom of speech and press, including the right to dissent, to monitor and criticize power and to petition for redress of grievances apply to the emerging forms of new media.

## Required Readings/Audio Presentations

Levine, Rick; Locke, Christopher; Searls, Doc; & Weinberger, David (2000). *The Cluetrain manifesto: The end of business and usual*. New York: Perseus Books Group. (The entire text of the *Cluetrain manifesto* is also available online, <http://mitworld.mit.edu/play/264/noreal/>)

Gillmor, Dan (2004). *We the media: Grassroots journalism by the people, for the people*. (Online at <http://www.authorama.com/we-the-media-1.html>).

Friedman, Thomas (2005). *The world is flat* (2005). (Listen to Friedman's MIT speech about this book (1 hr., 15 min., requires Real Player, <http://mitworld.mit.edu/play/264/noreal/> or his 2005 presentation to The World Bank (1hr., 30 min.) <http://info.worldbank.org/etools/bspan/PresentationView.asp?PID=1466&EID=732>)

## Overview of Class Format and Projects and Assignments

Brief lectures, guest speakers, readings and in-class discussion will be combined with "how to" demonstrations and hands-on labs. Class and individual projects and assignments include demonstrating skills in blogging, using Photoshop and InDesign, podcasting, videocasting and multimedia (combining still pictures, graphics and video with music and/or audio to create a multimedia project/presentation). It will also cover RSS (Really Simple Syndication), Web. 2.0 technologies and social networking.

## Course Requirements

Students will create page designs for both print and the web using Photoshop and InDesign. They will contribute regularly to a class blog, develop and post a simple web page to showcase their projects, record and post a podcast, develop a multimedia project and learn how to use RSS and other Web 2.0 technologies. In addition to the Adobe Creative Suite (Photoshop, InDesign and Dreamweaver), students will also learn to use software such as Audacity and/or Apple's iLife Suite (iPhoto, iMovie, Garageband, etc.). Students will create a final multimedia project focusing on one or more of the areas discussed above.

## Equipment and Software Requirements

It is required that students have laptops with the software listed above so they can work on projects outside of class.

## **Rules & Policies**

The following policies are designed to help you develop the skills needed for success in a mass media career as well as to ensure fair treatment for all students:

- Complete all reading assignments as scheduled and be prepared to discuss and apply them in class.
- All assignments are due on the due date at the start of class. Late assignments will not be accepted. The only exception will be for serious illness or emergency reported to the instructor before the start of class.
- All assignments submitted in this class must be original work, created by you for this class. (See academic dishonesty below.)
- Errors in grammar, punctuation, spelling and AP style will lower your grade. Please use spell-check and proofread.
- There will be no make-ups for missed labs, in-class exercises or quizzes. The only exception to this policy will be for an excused absence (e.g., serious illness, accident, family emergency) that is reported to me before the start of class.

## **Attendance**

Regular class attendance is important to your success in this class. Students are encouraged to attend all class meetings so they can contribute to in-class discussions and take advantage of lectures, guest speakers, demonstrations and lab sessions. Keep in mind that it will be extremely hard to get a good grade on the ongoing weekly blogging assignments if you miss class. Missed in-class discussions, exercises and lab sessions cannot be made up. Repeated absences and/or lateness and missed in-class exercises and time to work in the lab on projects will hurt your grade. If you must miss a class, please arrange to get notes and any assignments from a classmate. Whenever possible, please let me know before class (by e-mail or office voicemail) if you must miss a class meeting. If you must miss two or more classes because of illness, accident or other emergency, please let me know ASAP so I can help you keep current.

### **Assignments/Projects and Grading (Number of Points and Percent of Grade)**

1. (15 POINTS; 15% of Grade) Blogging: Write a weekly post for the class blog. Your blog posts should be related to class readings, lecture/discussion, speakers, assignments, events, First Amendment issues, media industry trends and to the impact of new media on the field. You should pick a blog related to the media field of your choice to follow for the semester; this is another source of information for potential blog posts. Instructor will periodically post/assign a topic question for you to address on the blog.  
  
*Please note:* Remember, this is not "MySpace." Use AP style; check the spelling, punctuation and grammar before posting your post.
2. (5 POINTS; 5% of Grade) Photoshop project: Part I: Use Photoshop to prepare a photo (crop, resize, levels, color balance) and save it for the web. Post your photo on the class blog. Part II: Combine photos and text to create a header for your class web page.
3. (10 POINTS; 10% of Grade) Web page project: Use Dreamweaver to create a simple web page for this class. It should include your header, photos and hyperlinks to the class blog and your class projects. FTP it to the class web site.
4. (10 POINTS; 10% of Grade) Podcasting project: Create two 5-10 minute podcasts. Post them on a server with an RSS feed; create a link to your podcasts on the class blog and on your class web page. (To prepare for this project, you will do a lab exercise in which you will record 3-5 minutes of audio, transfer it to your computer and edit it down to 1-2 minutes in an audio editing program such as Garageband or Audacity).
5. (30 POINTS; 30% of Grade) InDesign project: Use Photoshop and InDesign to create five page designs with text and graphics, keeping in mind that at least three of the pages must have different formats (e. g., you can do only two advertisements, only two newspapers pages or only two photo spreads). Choose from the following: advertisement, newspaper front page, newspaper inside page, newsletter front page, newsletter back page (mailer page), magazine cover, magazine inside page, photo spread for newspaper or magazine, book cover or poster.
6. (10 POINTS; 10% of Grade) Video project: Create a story board and shoot and edit a 1 to 3-minute video with audio using iMovie; add a title slide and transitions; upload it to the class server; and link it to the class blog and your class web page. (To prepare for this project, you will first do a lab exercise in which you combine an audio track (music and/or voice) with a series of still images to create a 1-2 minute multimedia presentation.)

7. (20 POINTS; 20% of Grade) Multimedia team project: Work in groups to plan, develop and tell a story online using multimedia. Each team must submit a storyboard to the instructor for review/approval prior to proceeding. This project should include the following elements, all of which must be uploaded to the class web folder:
- home page that is linked to your class web pages and to the class blog.
  - one or more support pages linked to your home page.
  - links to a related slide show and audio or video clips; links to additional resources.

**Grades are performance based and will be awarded based on the total number of points. They will be computed as follows:**

97-100% (97-100 Points) = A+	93-96% (93-96 Points) = A	90-92% (90-92 Points) = A-
87-89% (87-89 Points) = B+	83-86% (83-86 Points) = B	80-82% (80-82 Points) = B-
77-79% (77-79 Points) = C+	73-76% (73-76 Points) = C	70-72% (70-72 Points) = C-
67-69% (67-69 Points) = D+	63-66% (63-66 Points) = D	60-62% (60-62 Points) = D-
<60% (Less Than 60 Points) = F		

### CLASS SCHEDULE – Fall 2007

**\*Class schedule and deadlines are subject to change with fair notice to accommodate the schedules of guest speakers, etc.**

<b>Date</b>	<b>Topic/Focus</b>	<b>Lab/Activity/Deadlines*</b>
Aug. 23	Class overview; intro to blogging	Lab: photo session
Aug. 28	More on blogging	<b>Post on class blog</b>
Aug. 30	Intro to Photoshop	<b>Part I Deadline: crop &amp; prep photo;</b>
Sep. 4	More Photoshop: tools, palettes, layers, filters, masks, text	Lab
Sep. 6	Pictures on the Web	<b>Part II Deadline: combine photos/text to create blog header</b>
Sep. 11	InDesign  Keystone web technologies: RSS, Web 2.0, XML; Intro to html (the code behind your blog); <b>Reading: “Cluetrain manifesto”</b>	Lab
Sep. 13	More InDesign	Lab
Sep. 18	More InDesign	<b>Lab &amp; Deadline: InDesign project page designs</b>
Sep. 20	Intro to Dreamweaver	Lab
Sep. 25	Web page design, FTP	Lab
Sep. 27	Web page design <b>Reading, Discussion: C. 1 &amp; 2 in “We the media”</b>	Lab
Oct. 2	More Web page design	
Oct. 4	More Web page design	<b>Lab &amp; Project Deadline: create a simple web page</b>
Oct. 9	Intro to video	Demo
Oct. 11	More video	Lab: filming

Oct. 15	More video	<b>Lab &amp; Project Deadline: Finish podcast; create/verify an RSS feed; &amp; link to class blog</b>
Oct. 18	More video, Posting	Lab <b>Listen to “<i>The world is flat</i>” recording and be able to discuss it.</b> <b>Lab &amp; Project Deadline: Finish Video &amp; link to class blog</b>
Oct. 23	Audio	Lab
Oct. 25	Audio	Lab: Recording & editing audio for podcast
Oct. 30	Multimedia: combining audio with still and moving images	<b>Lab &amp; Exercise Deadline: Multimedia Presentation</b>
Nov. 1	RSS	Lab
Nov. 6	More RSS	Lab
Nov. 8	More RSS	Editing Creating and verifying an RSS Feed
Nov. 13	Virtual Worlds; Second Life	Lab
Nov. 15	More Virtual Worlds; Second Life	Lab
Nov. 20	More Virtual Worlds; Second Life	<b>Lab &amp; Second Life Event</b>
Nov. 22	Podcasting RSS on steroids	Lab
Nov. 27	More Podcasting	Lab
Dec. 4	More Podcasting	<b>Lab &amp; Project Deadline: Finish Podcast; create/verify an RSS 2.0 feed; &amp; link to class blog</b>
Dec. 7	Lab	<b>Final Deadline for Multimedia Projects</b>
Final Exam Day Dec 12 14:45 – 17:00	<b>Multimedia Presentations</b>	

## University Policies

### A1. Academic Integrity Statement

“Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University’s Integrity Policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the Office of Student Conduct and Ethical Development. The policy on academic integrity can be found at: [http://sa.sjsu.edu/student\\_conduct](http://sa.sjsu.edu/student_conduct).”

To plagiarize is to "steal and use (the ideas or writings of another) as one's own." (American Heritage Dictionary of the English Language. 1975). You are committing plagiarism if you:

- Copy phrases, sentences, or passages from electronic or print sources (journal articles, the web, etc.) into your own papers and reports without giving credit by citing the original source
- Quote someone else's exact words without giving credit to the original author
- Use someone else's specific ideas even if you restate them in your own words.

Citing your sources properly avoids plagiarism. (See [http://sa.sjsu.edu/student\\_conduct](http://sa.sjsu.edu/student_conduct).) SJSU regards plagiarism as academic dishonesty. Consequences include academic and other sanctions such as "grade modification.”

Make clear which ideas are yours and which is someone else's . . . don't use words or images in a way that violates the creator's rights to them.

Plagiarism and fabrication are violations of the ethical standards of the media professions. In addition to plagiarizing sources, outright fabrication is considered to be a violation of the academic dishonesty policy by the School of Journalism and Mass Communications. This includes making up sources and attributing information to non-existent people or printed sources.

### A2. Instructor Policy on Plagiarism

I take the issue of academic integrity seriously, and that is why I flunk students who cheat and/or plagiarize. If you fear you may be unintentionally "crossing the line" into plagiarism, please check with me before submitting in your project/assignment.

Plagiarism can be defined as turning in someone else's work as your own, or using someone else's words or ideas without giving them appropriate credit. FYI, plagiarism includes "cutting and pasting" paragraphs, sentences, phrases and/or images from the web without full attribution. For a complete definition of what constitutes plagiarism and cheating, please review the King Library's web page on plagiarism, or take SJSU's online plagiarism tutorial.

**B. Campus policy in compliance with the Americans with Disabilities Act**

“If you need course adaptations or accommodations because of a disability, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the DRC (Disability Resource Center) to establish a record of their disability.”

The Disability Resource Center can be reached at 924-5990.

**C. Student Responsibility for Adds, Drops, Etc.**

You are responsible for understanding the policies and procedures about add/drops, academic renewal, withdrawals, incompletes, classroom behavior, and other policies found at [http://sa.sjsu.edu/student\\_conduct](http://sa.sjsu.edu/student_conduct). Also, please read the SJSU catalog thoroughly.

**D. Classroom Policies for APSC 63/MCom 63**

To avoid disruptions in the classroom and to foster an atmosphere for learning, the School has established the following classroom policies.

- All cell phones must be turned off (or set to “stun” or “vibrate”) in the classroom.
- Latecomers may be denied entrance to the classroom. Similarly, do not disrupt the class by leaving early. Do not schedule work, personal appointments (doctor’s visits), etc. so that there will be a conflict with the time the class meets.
- When in the classroom, please use laptops for classroom-related activities only.
- Remove your personal belongings and trash from the classroom after each class.
- No food allowed in classrooms or labs.