Instructor: Professor Mangrum
Office: Library Building, Room B335
Virtual Office Hours: M/W 11:30-1:00pm, T/TH 12:30–2:00pm (Blackboard Collaborate)
Phone: 325-486-6084 Email: leah.mangrum@angelo.edu
(allow 24-48 hours for thorough responses to your questions)

Required Textbook:
Producing New and Digital Media: Your Guide to Savvy Use of the Web
Authors: James Cohen and Thomas Kenny
Available for purchase (new /used) and for rent at the ASU Bookstore
Access any device with a web browser (sharing limit 2, print and copy/paste limit 2% of total pages)
Publisher: Focal Press

Student Learning Outcomes:
This course explores how communication technologies influence the social and organizational practices of everyday life.

Upon completion of this course, students should be able to:

- Describe emerging communication technologies and discuss their potential impacts.
- Examine strategies for critiquing new and digital media communication technologies
- Analyze and Evaluate best practices of message design in an area of personal and professional interest
- Demonstrate conceptual understandings of communication technologies into practical applications

Methods for Assessing Learning Outcomes:
WordPress Blog: (15% of Final Grade)
Used to discuss relevant readings and practical applications of online communities, design principles, digital media theories and to detail your process of analyzing and building new media communication technologies. Posted weekly to Blackboard Discussion Forum.

Virtual Community Analysis: (10% of Final Grade)
Each student will choose an online community in which to spend time as a participant/observer, after which they will prepare a three page analysis of its use, communication, and culture.

Technology Critique Assignment: (10% of Final Grade)
You will critique 3 websites devoted to instruction that follow the 10 design principles of Dieter Rams as interpreted by Nuno Loureiro. You will provide a screen capture (or captures, if necessary) of the website and provide a written description for how the website obeys (and if necessary where it doesn’t obey) Rams’ 10 design guidelines. Your 500 word critique should showcase your understanding of relevant readings and discussion regarding the topic.
Media DO Matter Assignment: (10% of Final Grade)
You will identify two messages where you feel media DO matter, where media adds value to messages. Media in this case are pictures, graphs, and other “media” elements that magazines and newspapers employ delivery messages (No TV or computers). Make an argument, based on what you have read about multimedia messaging, about why media does contribute value to a message?

Message Design Document: (10% of Final Grade)
You will design a message specific to a community of professional or personal interest. You will complete a written document which addresses the topic, audience, purpose and format for your message design, that is expected to best meet the needs of your selected online community. This will include a brief reporting of the methods used to conduct the analysis and your findings that include information about: community culture and needs, environmental affordances, an explanation as to how the message will be developed (including any technologies and expected time for development), expectations for understanding the message, goals and objectives of the message and design components.

Meme Message Design: (5% of Final Grade)
Memes provide a way for individuals to create, share, contribute, collaborate, distribute, and participate in content creation and sharing. You will search the origin of memes and then create their own.

Podcast Message Design: (5% of Final Grade)
You will be required to identify ways that sounds can impact the way audiences experience and understand storytelling and provide one or more examples, by incorporating the sound(s) into a podcast with explanation of how the sound(s) might contribute to a message.

Video Message Design: (5% of Final Grade)
You are expected to create a 15-30 second, video-based instructional message. Identify factors in evaluating a multimedia message (What can evaluators look for to determine if a message is effective?). Reflect one or more aspect of the readings and discussion during the course of the semester. Pick a topic for the video that interests you.

Evaluation and Peer Review: (10% of Final Grade)
Peers will be assigned to review a partner’s message document. Serving as a peer reviewer is important, not only to validate your own ideas but to also share with others. This review process is multifold: You will post your reviews for your Peer’s work as a reply to their original post in the discussion board. You will read over your peer’s critiques, revise your document and/or prototype for final submission.

Communication Technology Prototype and Presentation: (15% of Final Grade)
You will use design principles as your guide for creating a good message. You will use VoiceThread to add images, screenshots of message development, voice and sound into a cohesive presentation. Along with uploading your prototype, include a short (300 word) rationale, referencing design principles, for why you designed the prototype in the manner you did. Presenters will have 10 minutes to introduce and lecture on their approaches to designing a message for a specific online community.

Class Participation: (10% of grade)
Includes attendance at online meeting, prompt delivery of materials and meaningful contribution to asynchronous discussions and with assignments. You will be expected to contribute to discussions based on the text, assigned readings, audio/video material and other information sources, as well as your own thoughts.
Discussion responses must be posted in a timely manner.

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<thead>
<tr>
<th>Weekly Assessment</th>
<th>Summative Assessment</th>
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<tbody>
<tr>
<td>25 points</td>
<td>Postings on time and responds to 2 other posts in a very insightful and reflective manner.</td>
</tr>
<tr>
<td>15 points</td>
<td>Postings on time, however with limited insight or analysis (posted for the sake of having to post).</td>
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<tr>
<td>5 points</td>
<td>Last minute postings. No reflection or critical thinking involved in contributions.</td>
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<tr>
<td>0 points</td>
<td>No postings.</td>
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**Grading Criteria:**
You will be evaluated on the following:
1) the level of your engagement with the course materials (as evidenced in written work and discussion)
2) your capacity to explain your ideas and analysis in articulate and well-written forms
3) your ability to creatively explore theories and methodologies

**How final grades will be calculated:**
- 90-100% A
- 80-89% B
- 70-70% C
- 60-69% D
- under 60% F

The Lessons section in Blackboard lists weekly module pages that identify each task to be completed for that week. The weekly folders include links to readings, assignments, discussions and related media.

### Course Outline

<table>
<thead>
<tr>
<th>Week</th>
<th>Modules</th>
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<tbody>
<tr>
<td>1</td>
<td>Communities and Digital Media Theory</td>
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<tr>
<td>2</td>
<td>Message Design</td>
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<tr>
<td>3</td>
<td>Design Principles</td>
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<td>4</td>
<td>Communication Technology Production &amp; Evaluation</td>
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<tr>
<td>5</td>
<td>Communication Technology Prototype &amp; Presentation</td>
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</tbody>
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The Course Schedule in the Course Resources section on the left-hand light blue panel in Blackboard, provides an illustration of all due dates in the course. All course activities are due by 11:59pm on date specified - No Exceptions

**Online Etiquette Expectations:**
- What you write is public, be mindful of proper tone, mechanics and respect for others' opinions.
- Use humor, joking, or sarcasm with caution.
- Distribute contributions evenly during the discussion period (not concentrated all on one day or at the beginning and/or end of the period).
- Jot down notes as you read; and before you post, think about the blog prompt in the context of the readings/videos. Address the blog prompt as much as possible.
- Review your comments carefully for grammar and punctuation before you post. Well-formulated, grammatically correct.
**Honor Code:**
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both the print and web versions of the Student Handbook.
URL: http://www.angelo.edu/forms/pdf/Honor_Code.pdf

**American Disability Act:**
Request for accommodations may be reviewed on a case-by-case basis, taking into account the essential elements of the academic course and/or the degree being sought. To the extent practical, the faculty and administration will make reasonable accommodations to assist qualified individuals with disabilities meet their degree requirements, consistent with the applicable provisions of Texas statues and the Regents’ RULES AND REGULATIONS. If you wish to have special accommodations made for your studies, please contact the Student Life Office, Room 112 University Center, (325) 942-2191.
URL: http://www.angelo.edu/services/student_life/policystatement.html

**Grade Appeal Process:**
As stated in Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at http://www.angelo.edu/opmanual/docs/Section_10_Academic_Policies-Students/OP_10.03_Grade_Grievance.doc.

**Student Handbook:**
The current student handbook is found on the ASU web site under ‘publications’ http://www.angelo.edu/content/files/17187-20122013-student-handbook-for-web