MM 2345 Multimedia Development & Design

Instructor: Ellada Gamreklidze, Ph.D.
Office: LIB 306H
Class meeting times and location: Tuesday/Thursday 2 – 3:15 p.m. in LIB 326
Office hours: Mondays and Wednesdays noon to 2 p.m. and/or by appointment. If you want to schedule an appointment beyond office hours, please, email me at least a day in advance.
E-mail: ellada.gamreklidze@angelo.edu

Course Objectives:

“Multimedia storytelling often refers to a blurring of boundaries between media online: newspapers and magazines post video, radio stations post graphics and text, TV outlets offering text along with video and maps. Reporters are no longer bound by their medium, but can draw on the strength of all to tell a better story” (www.ijnet.org).

About the course:
The quote above pretty much sums up what you will be learning in this class. By the end of the semester you will be able to understand and utilize unique the advantages of multiple mediums to tell a story online.

Specific Objectives:
The objectives of this course are threefold:

a) To develop specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.
b) To develop skills in expressing oneself orally or in writing.
c) To develop creative capacities and learn how to find and use resources for answering questions or solving problems.

Now, how are we going to accomplish this?

Course Structure
Through reading, class discussions, graded in-class activities as well as in-class practice and take-home assignments.

Your active participation in class discussions is highly encouraged. While there will be a lot of guidance and teaching from me, the skills and knowledge we are seeking to develop should not come only from lectures and practice. They should also come from exchange of opinions and constructive criticism.

Responsibilities
We all have responsibilities, and we all have to be active contributors and proactive inquisitors. My responsibility is to supply you with all the necessary knowledge, information and pedagogical support. Yours, on the other hand, is to attend the class regularly, listen carefully, participate actively, study diligently and complete your homework on time. I will not make
content accommodations for this course, so you need to be open-minded and respectful to diverse viewpoints and your peers.

**Some more expectations**
Because you are preparing to be professionals, you are also expected to demonstrate professional conduct. For example, professionals must clearly and cordially communicate with others, complete assignments prior to the deadline, meet their obligations and effectively manage their time.

Your work does not end in class. I expect you to have read the assigned material (if any) prior to class and complete your take-home assignments. As a rule, for each hour you are in class, you should plan to spend at least two hours on preparing for the next class and completing assignments.

I expect and encourage you to ask questions and let me know right away if you are having problems or do not understand something. I am always there to help. My goal is your success. Come see me during the office hours or make an appointment. We will discuss your issue and think of a solution. I check and answer my emails from the time I wake up until the time I go to bed (with the exception of the times when eat, sleep or drive). Email me if there is a problem. If I know the answer, I will email back right away. If I don’t know the answer, I will respond as soon as I know it. Do not wait until it is too late to do something about anything.

**Attendance**
It is in your best interest to attend each class. Attending the class, if you are not paying attention, engaging in discussions and completing assignments, however, is not going to earn you much knowledge. You are responsible for all of the above. There is no other way to be successful in accomplishing the course objectives.

If you are sick, or there is another reason listed in the University policy [https://www.angelo.edu/student-handbook/community-policies/class-absences.php](https://www.angelo.edu/student-handbook/community-policies/class-absences.php), your absence will be excused, BUT you may be responsible for providing the relevant documentation justifying your absence. You will be responsible for completing the assignments (if any are due at that time), catching up on the missed material and bringing yourself up to date with the class progress. Please remember, I do not allow any makeup work unless you had an excused absence. For the deadline extensions connected with the excused absence, please, see me either prior to the date when (and if) you know you will be absent or immediately after you are back in class. There will be no extensions granted if you haven’t requested one within seven days from the first day you are back to school.

**Course Requirements:**

*Assigned Readings:*
It’s impossible for you to participate in class discussions, complete graded in-class activities and practice unless you have read the assigned material. The readings also provide context essential to what you will be learning. I will assign and upload the reading materials as we go. All the
readings must be completed before the day they are listed on the course schedule, therefore ALWAYS check Blackboard for the assigned reading materials.

**Assignments:**
Take-home assignments (7): 630 points (90 points each).

Throughout the semester, you will need to complete seven assignments that will help you complete necessary parts of your final project. I will provide detailed instructions and rubrics for the assignments as scheduled, so do check Blackboard. All assignments are due via Blackboard by midnight of the day indicated in the syllabus.

Why are we doing this?
- ✓ To develop specific skills, competencies, and points of view needed by professionals in the field most closely related to this course;
- ✓ To develop skills in expressing oneself orally or in writing;
- ✓ To develop creative capacities and learn how to find and use resources for answering questions or solving problems.

**Graded In-Class Activities:**
Graded in-class activities (5): 70 points (14 points each).

You will have to complete six in-class activities. The course schedule gives you a general idea what some of the activities will be about. I will provide detailed instructions for each at the beginning of the class on the day a given activity is scheduled.

You will complete a self-evaluation form based on the given activity rubric at the end of each activity. This form will help you keep track of your progress and identify area(s) where you might need to focus your efforts. You can always come and talk to me about these areas. I am here to help. Having said this, I will not be doing your work for you but I will provide you with all the guidance necessary for you to succeed. It is your job to apply this guidance to improve your performance.

Why are we doing this?
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**Final Project:**
Final project first draft: 100 points.
Final project final draft: 200 points.

You will create on any convenient platform suitable for the purpose a short multimedia feature of your choice (you will have selected a story to work on as a result of Assignment I). The feature
will need to meet all the standards and principles of multimedia storytelling that we will have learned in class (and that are listed in the final project rubric). Your story will have ALL the multimedia elements that we learn in class (text, audio, photo, video and infographic). The project is due by midnight on Wednesday of the finals week. You will submit the link to your story on Blackboard.

Why are we doing this?
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✓ To develop creative capacities and learn how to find and use resources for answering questions or solving problems.

Throughout the semester, you will have an opportunity to “revise and resubmit” one assignment of your choice. You will have a week from the day you let me know you want to revise an assignment. The letting me know should take place via email and receive a clear “go ahead” from me in response. I will stop accepting requests for “revise and resubmit” at noon on December 6.

You will have some extra credit opportunities. One of them is hidden in the class content (syllabus or assignment/in-class activities instructions – your job is to find it). One extra credit opportunity is discussed in one of the following sections.

There is no midterm and no final.

**Class Schedule (Subject to adjustment, according to circumstances)**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Tuesday, August 27</td>
<td>Meet &amp; greet and course introduction</td>
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<tr>
<td>Thursday, August 29</td>
<td>Introduction to multimedia storytelling</td>
</tr>
<tr>
<td>Tuesday, September 3</td>
<td>Psychology and ways of contemporary information consumption</td>
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<tr>
<td>Thursday, September 5</td>
<td>Psychology and ways of contemporary information consumption</td>
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</tbody>
</table>
| Tuesday, September 10 | Information packages
Be ready for in-class activity: Mapping out stories for your audience. You will need to decide what to include into your multimedia package for the most efficient information delivery to your target audience. This activity is graded. 
Assignment I distributed: Story ideas (three, to pick one). |
| Thursday, September 12| Storytelling through audio                                            |
| Tuesday, September 17 | Storytelling through audio
Be ready for in-class activity: You will be interviewing and recording your classmates. This activity is graded. 
Assignment I due.                      |
| Thursday, September 19| Storytelling through audio
Recording natural sound. Audio editing. |
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Tuesday, September 24</td>
<td><strong>Storytelling through audio</strong>&lt;br&gt;Audio editing.</td>
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<tr>
<td>Thursday, September 26</td>
<td><strong>Storytelling through photography</strong>&lt;br&gt;Assignment II due.</td>
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<tr>
<td>Tuesday, October 1</td>
<td><strong>Storytelling through photography</strong>&lt;br&gt;Be ready for in-class activity: Photo critiques.&lt;br&gt;Assignment III distributed: Audio.</td>
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<tr>
<td>Thursday, October 3</td>
<td><strong>Storytelling through photography</strong>&lt;br&gt;You will go out to shoot photos (based on the assigned criteria) to be discussed during the next class. This activity is graded.</td>
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<tr>
<td>Tuesday, October 8</td>
<td><strong>Storytelling through photography</strong>&lt;br&gt;Discussion of the previous class photoshoots.&lt;br&gt;Assignment III due.</td>
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<tr>
<td>Thursday, October 10</td>
<td><strong>Storytelling through video</strong>&lt;br&gt;Assignment IV distributed: Photos.</td>
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<tr>
<td>Tuesday, October 15</td>
<td><strong>Storytelling through video</strong>&lt;br&gt;Be ready for in-class activity: Video critiques.</td>
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<tr>
<td>Thursday, October 17</td>
<td><strong>Storytelling through video</strong>&lt;br&gt;You will go out to shoot videos (based on the assigned criteria) to be discussed during the next class. This activity is graded.&lt;br&gt;Assignment IV: due.</td>
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<tr>
<td>Tuesday, October 22</td>
<td><strong>Storytelling through video</strong>&lt;br&gt;Assignment V distributed: Videos.</td>
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<tr>
<td>Thursday, October 24</td>
<td><strong>Storytelling through infographics</strong></td>
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<tr>
<td>Tuesday, October 29</td>
<td><strong>Design principles</strong>&lt;br&gt;Assignment V due.</td>
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<tr>
<td>Thursday, October 31</td>
<td><strong>Design principles</strong></td>
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<tr>
<td>Tuesday, November 5</td>
<td><strong>Working with color</strong></td>
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<tr>
<td>Thursday, November 7</td>
<td><strong>Working with color</strong></td>
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<tr>
<td>Tuesday, November 12</td>
<td><strong>Design software basics</strong>&lt;br&gt;Assignment VI distributed: Infographics.</td>
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<tr>
<td>Thursday, November 14</td>
<td><strong>Design software basics</strong></td>
</tr>
<tr>
<td>Tuesday, November 19</td>
<td><strong>Design software basics</strong>&lt;br&gt;Be ready for in-class activity: Design critique. This activity is graded.</td>
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<tr>
<td>Thursday, November 21</td>
<td><strong>Design software basics</strong>&lt;br&gt;Working on your infographics in class.&lt;br&gt;Assignment VI due.</td>
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<tr>
<td>Tuesday, November 26</td>
<td><strong>Putting together information packages for the web</strong>&lt;br&gt;Assignment VII distributed: Text.</td>
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<tr>
<td>Thursday, November 28</td>
<td><strong>No class. Happy Thanksgiving!!!</strong></td>
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<tr>
<td>Tuesday, December 3</td>
<td><strong>Putting together information packages for the web</strong>&lt;br&gt;Assignment VII due.</td>
</tr>
<tr>
<td>Thursday, December 5</td>
<td><strong>Putting together information packages for the web</strong></td>
</tr>
</tbody>
</table>
Final project first draft due.
Final project final draft is due on Wednesday.

Grade Distribution:

Course total: 1,000 points

Assignments (7): 630 points (90 points each).
Final project first draft: 100 points.
Final project final draft: 200 points.
Graded in-class activities (5): 70 points (14 points each).

What to do when you get my feedback to your Story Ideas assignment: See me if your idea gets rejected and you’re wondering why, if you want to go ahead with a new idea or you have a conditional approval from me and require further guidance. If you have questions/concerns even though your idea got my approval, do not hesitate to see me as well. Once you have my feedback, you will need to pick one story idea to proceed, let me know on Friday, September 20 by noon, via email, which one you picked and start working on the rest of the assignments.

Some Important Policies (you do want to read these!):

Factual and spelling errors
You are expected to get your facts straight and spell the names correctly. Each factual mistake in your assignments will lower your grade for any given assignment by 20 percent. You will have one excused misspelling of a proper name. After that, you will receive a zero if you spell any name incorrectly.

Cell phone and laptop use policy
Cell phones and laptops are not allowed at any time for any reason during class (with the exception of work during the in-class assignments and if I say you need to use them). If necessary for an emergency, please slip out of the classroom to make or take a call. If you consistently violate this policy (I will be documenting), there will be no warnings, just a three percent reduction from your overall grade for this course at the end of the semester.

Tweeting, videotaping, audio recording, and more. Not allowed during class are the following: tweeting, blogging, vlogging, Snapchatting, Facebooking, Instagramming, video or audio recording, and/or anything remotely similar or dissimilar. Exceptions apply when any of the above is part of the coursework, and you receive instructions from me to do it. Violators, please, see the policy and the penalty above.

Class content
No recording (audio or video) of class content and distribution of those recordings or class notes is allowed without my permission. This is intellectual property.

Questions and/or concerns about a grade
I will be happy to answer questions about how you are doing in the class. That said, if you have any questions or concerns about a specific grade, contact me in person no earlier than 24 hours and no later than one week after receiving a grade and feedback. You must bring the assignment, due date, date it was turned in and the specific issue that warrants consideration.

Extra credit!
If more than 85% of students complete the student evaluation for this course, I will reward the entire class with a 1-point increase in the individual total grade. For example: if your overall grade averages out to an 89 (a B+) and 85% of the whole class fills out the evaluation I award 1 point to your average, giving you a 90 and an A-!

ASU Policies:

Student Disability Services
ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA), and subsequent legislation.

The Office of Student Affairs is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student’s responsibility to initiate such a request by contacting:

Ms. Dallas A. Swafford
Director of Student Disability Services
325-942-2047
dallas.swafford@angelo.edu
Houston Harte University Center

Title IX Statement
Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA), the Campus Sexual Violence Elimination Act (SaVE), and other federal and state laws, the University prohibits discrimination based on sex, which includes pregnancy, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence (domestic violence or dating violence), sexual violence, and any other misconduct based on sex.

You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone, J.D. You may submit reports in the following manner:
Online:  [www.angelo.edu/incident-form](http://www.angelo.edu/incident-form)
Face to Face: Mayer Administration Building, Room 210
Phone: 325-942-2022
E-Mail: [michelle.boone@angelo.edu](mailto:michelle.boone@angelo.edu)

Note, as a faculty member at Angelo State, I am a mandatory reporter and must report incidents involving sexual misconduct to the Title IX Coordinator. Should you wish to speak to someone in confidence about an issue, you may contact the University Counseling Center (325-942-2371), the 24-Hour Crisis Helpline (325-486-6345), or the University Health Clinic (325-942-2171).

For more information about resources related to sexual misconduct, Title IX, or Angelo State’s policy please visit: [www.angelo.edu/title-ix](http://www.angelo.edu/title-ix).

**Student Absence for Observance of Religious Holy Days**
A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. See ASU Operating Policy 10.19 Student Absence for Observance of Religious Holy Day for more information.

**Incomplete Grade Policy**
It is policy that incomplete grades be reserved for student illness or personal misfortune. Please contact faculty if you have serious illness or a personal misfortune that would keep you from completing course work. Documentation may be required. See ASU Operating Policy 10.11 Grading Procedures for more information.

**Student Conduct Policies**

*Academic Integrity*
Students are expected to maintain complete honesty and integrity in all work. Any student found guilty of any form of dishonesty in academic work is subject of disciplinary action and possible expulsion from ASU.

*Academic Integrity*

*Plagiarism*
Plagiarism is a serious topic covered in ASU’s [Academic Integrity policy](http://www.angelo.edu/title-ix) in the Student Handbook. Plagiarism is the action or practice of taking someone else’s work, idea, etc., and passing it off as one’s own. Plagiarism is literary theft.

In your discussions and/or your papers, it is unacceptable to copy word-for-word without quotation marks and the source of the quotation. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list.

Papers are subject to be evaluated for originality via Turnitin. Resources to help you understand this policy better are available at the [ASU Writing Center](http://www.angelo.edu/title-ix).

*Copyright Policy*
Students officially enrolled in this course should make only one printed copy of the given articles and/or chapters. You are expressly prohibited from distributing or reproducing any portion of course readings in printed or electronic form without written permission from the copyright holders or publishers.

**General Policies Related to This Course**
All students are required to follow the policies and procedures presented in these documents:

- [Angelo State University Student Handbook](#)
- [Angelo State University Catalog](#)

**Help**
For further assistance uploading your CV and/or syllabus into your Blackboard course(s), please contact the eLearning Center at 325-486-6263 or email us at elearning@angelo.edu. Be sure to visit the Blackboard Support Courses as well as our website [http://www.angelo.edu/services/e-learning/](http://www.angelo.edu/services/e-learning/).