

**San José State University**  
**School of Journalism & Mass Communications**  
**APSC63/MCOM63: New Media Technologies**  
**Section 06 Spring 2009**

<b>Instructor</b>	W. Mei Fang
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<b>Office hours</b>	By appointment (right after class or during lunch time on weekdays at Academic Success Center, first floor of Clark Hall)
<b>Class days/time</b>	Wednesday 9:00 AM – 11:45 AM
<b>Classroom</b>	DBH 226
<b>Prerequisites</b>	None
<b>Online Platform</b>	Blackboard CE6. Course materials and class communication are posted in <a href="http://sjsu6.blackboard.com/">Blackboard CE6 at http://sjsu6.blackboard.com/</a> Login information for new users: User ID: Your Tower Card number    Password: spring (for new users)
<b>Faculty Web Pages</b>	<a href="http://www.sjsu.edu/faculty/mfang/">SJSU Faculty Web Page: http://www.sjsu.edu/faculty/mfang/</a>
<b>Personal Web Page</b>	<a href="http://www.geocities.com/pandapaw99/">My Background: http://www.geocities.com/pandapaw99/</a>

[| Course Description and Goals](#) | [| Learning Objectives](#) | [| Descriptions for Projects](#) | [| Grading Policy](#) | [| Software and Hardware Requirements](#) | [| Texts/Readings](#) | [| Blackboard CE6](#) | [| Class Format](#) | [| Course Responsibilities](#) | [| Student Technology Resources](#) | [| Dropping and Adding](#) | [| University Policies](#) | [| Course Schedule](#) |

### **Course Description and Goals**

APSC63/MCOM63 New Media Technologies offers hands-on instruction in multimedia and emerging new media technologies. The goal is to learn to use new media technologies effectively for different types of communication. The scope of the course will cover application areas such as print and web page design; blogging; audio and video podcasting; and creation of multimedia presentations by combining text, photos, graphics, and video with audio. As a result, your digital, visual, and media literacy will be enhanced as content providers.

### **Learning Objectives**

To successfully complete this course, students should be able to demonstrate the following abilities:

#### **Learning Objective**

1. To think critically and creatively about how new media technologies are changing traditional media for mass communication.
2. To manipulate attributes of text and images digitally in the context of new media communication.
3. To visualize and communicate your ideas effectively in publishing media.
  - a. print media
  - b. digital media
4. To tell stories using audio and video media.
5. To learn to use software and hardware as listed in the syllabus to accomplish your project goals.

You will achieve these objectives by participating in the class activities and implementing your projects.

## Descriptions for Projects and Other Activities

All projects will have a detailed brief for requirements, due dates, assessment criteria, and resources. We will discuss each brief in class prior to the implementation. Unless indicated otherwise, projects are to be submitted through Blackboard CE6.

Depending on class size, all projects are tentatively individual assignments.

\* All project due dates might change depending on the progress of the class. You will be notified with fair notice on any changes but rarely due dates are moved forward.

### 1. **Blog development**

- a. 150 points
- b. Objectives: to learn to create, author, edit, comment, attach documents, and post entries to a thematic blog at least three times each month in the semester; to learn how to syndicate your blog; to explore the communication potentials of blogging; to integrate different media elements in a blog, such as text, visuals, audio, video, etc. to enhance your communication.
- c. Interim review dates: last day of each month and last day of class.  
Final due date: May 13, 2009\*

### 2. **Image editing**

- a. 100 points
- b. Objectives: to apply Adobe Photoshop features as introduced in class to create and edit visual messages; to understand the basic attributes of bitmapped graphics; to apply effective visual communication guidelines to your image, type, color, and style, etc.
- c. Due date: February 25, 2009\*

### 3. **Print design**

- a. 150 points
- b. Objectives: to apply Adobe InDesign features as introduced in class to create a multiple page print publication that comprises of text and images for different communication purposes; to repurpose content to become an interactive and web compatible publication; to understand the basic principles in publication design, etc.
- c. Due date: March 18, 2009\*

### 4. **Web site design**

- a. 200 points
- b. Objectives: to apply Adobe Dreamweaver features as introduced in class to create a simple thematic web site that comprises of text, images, navigational menus, and hyperlinks; to understand the basic principles of usability and information architecture in a web site, etc.
- c. Due date: April 15, 2009\*

### 5. **Audio podcast** (Optional)

- a. 100 points
- b. Objectives: to apply Audacity features as introduced in class to tell a one to two minute audio story that consists of narration, sound effects, and music; to apply the basic format of an audio podcast for broadcasting purpose, etc.
- c. Due date: To be determined if option is taken\*

### 6. **Video podcast**

- a. 300 points
- b. Objectives: to apply MovieMaker or iMovie ( and Audacity) features as covered in class to create, edit, and export your multimedia data as a video podcast; to integrate your

experiences from the previous projects to create a multimedia digital story; to experience the basics in pre-production, production and post-production stages of a video podcast, etc.

- c. Final due date: May 18, 2009 (Final Examination) \*
7. **In-class activities (tutorial exercises, quizzes, etc.)**
  - a. 50 points
  - b. Objectives: to participate in at least seven hands-on sessions; to demonstrate your abilities to use the required software in class
8. **Class participations**
  - a. 50 points
  - b. Objectives: to contribute to in class and online class activities, such as discussion, reflection, experience sharing, peer review, etc.

### Grading Policy

Final grades are performance-based and will be awarded based on the total number of points. They will be computed as follows:

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

### Software and Hardware Requirements

- Laptop and wireless account: For students in the School of Journalism and Mass Communication, you are supposed to bring your own laptop to class and have an updated wireless network account. You can also use the computers provided in DBH 226 during class sessions however availability is subjected to class size and platform preference.
- You should have your own USB drive for data storage and transfer purposes. Recommended size is at least 1 GB (recommended even if you bring your own laptop).
- CDs to store project data for submission purpose.
- You are responsible to acquire the following software (Mac or Windows) for completing the projects in this course, however free trial software packages with time limitations are available:
  - a. Adobe Creative Suite 3 - Dreamweaver, Photoshop, InDesign, Acrobat (free trial packages from Adobe are available)
  - b. Adobe Acrobat Reader (free download available)
  - c. Audacity (free download available)
  - d. MovieMaker or iMovie (comes with your computer in most cases)
  - e. Fetch or WS\_FTP (free trial download, with time limitation, available)
- See resources suggested below on [Technology Resources](#).
- DBH 226 is closed after class sessions but you can sign up to use the desktop computers or check out laptops at the Academic Success Center's Help Desk on the first floor of Clark Hall. You can also check out laptops at the King Library. All these facilities have the CS3 suite software installed on their computers.

## Textbook/Readings

### Textbook

There is no assigned textbook for this course; however you are highly encouraged to use the recommended readings to your advantage. The following list of readings is available either on the Internet or at the King Library.

### Recommended readings examples

1. Briggs, Mark. (2007). Journalism 2.0. How to Survive and Thrive. A digital literacy guide for the information age. MD: J-Lab.( Journalism 2.0 [http://www.j\\_lab.org/Journalism\\_20.pdf](http://www.j_lab.org/Journalism_20.pdf) )
2. O'Reilly, T. (2005). What is Web 2.0? Retrieved on January 20, 2009 from [O'Reilly web site](http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html) <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>.
3. Rose, Carla (2007). Sams teach yourself Adobe Photoshop CS3 in 24 hours. Indiana: Sams Publishing.( electronic version available at the MLK Library)
4. Hester, Nolan. (2007). Creating a web page in Dreamweaver 8. Berkeley : Peachpit. (e-Book available at the MLK Library) (e-Book available at the MLK Library)
5. Golding, Mordy. (2007). Adobe creative suite. Indianapolis : Sams Publishing. (electronic version available at the MLK Library)
6. Golding, Mordy. (2007). Sam teach yourself Adobe Creative Suite 3-all in one. Indianapolis: Sams Publishing. (electronic version available at the MLK Library) Indianapolis: Sams Publishing.
7. McFarland, D.S. (2007). Dreamweaver CS3: The Missing Manual. Sebastopol, CA: O'Reilly. (electronic version available at the MLK Library)

### Supplementary Online Platform for this Course: Blackboard CE6 (Bb)

- Communication: I use email in Blackboard frequently for communication with my students. You should check Blackboard frequently for my messages. You can also configure your mail in Blackboard to transfer all mail messages to your own email account.
- Assignment submission and mark posting: you will use Assignment Dropbox for project submission unless otherwise noted. You can view my comments and your marks privately in Blackboard.
- Information dissemination: You will find course materials such as, course syllabus, assignment and project briefs, readings, lecture presentations, tutorials, latest updates on class schedule, etc..
- Login information: [Blackboard CE6 http://sjsu6.blackboard.com/](http://sjsu6.blackboard.com/). To login as new users, use your Tower Card ID number as your User Name and the password is "spring" all in lower cases. You have to be enrolled in this course to see the course listing after logging on. For more information on how to use this platform, go to [E-Campus at http://online.sjsu.edu/](http://online.sjsu.edu/).

### Class Format

Since this is primarily a hands-on project based course, class activities will be in the following formats:

- Short lecture presentation on background information
- Tool demonstration and hands-on session
- Discussion and review on homework (online and offline)
- Class presentation on project
- Peer review
- Open lab

## Course Responsibilities

As a class, the instructor and students will agree to

- Have an open mind, try new things, commit to your projects, and have fun.
- Submit/present original work that was created by you for this class (please refer to [Academic Integrity](#) below) otherwise give credits or cite all your references.
- Communicate to each other in advance in person, or using email for any special learning needs or questions about this course.
- Be considerate to others' right to learn: be punctual; turn off or put cell phones on vibration mode; respect each other's opinion and diverse background; use computer for activities related to this course, etc.
- Take advantage of your office hour appointments.
- Food or drinks rule in the classroom: no drinks or food near computers, otherwise they are allowed if only you clean up after yourself.
- Use word processing tools to check spelling, and grammar in your writing; if in doubt refer to the Associate Press (AP) writing style.

## Student Technology Resources

Computer labs for student use are available in the [Academic Success Center](#) (ASC) located on the 1<sup>st</sup> floor of Clark Hall. They have digital video/audio editing stations in addition to desktop computers installed with the required software for this course. You can also check out laptops here.

The [San Jose MLK Library](#) also has laptops with the required software for students to check out. The laptop check out counter is in the basement of the Library.

Equipment to capture video and sound, such as digital camcorder, digital sound recorder, wireless microphones, etc. are available at DBH 111 as well as IRC111.

## Dropping and Adding

You are responsible for understanding the policies and procedures about add/drops, academic renewal, etc. [Add/Drop information is available at http://info.sjsu.edu/web-bdgen/narr/soc-fall/rec-298.html](http://info.sjsu.edu/web-bdgen/narr/soc-fall/rec-298.html). You should be aware of the new deadlines and penalties for adding and dropping classes. You can also get information on add/drop from the JMC office at DBH 105.

## University Policies

### Academic integrity

Students are expected to be familiar with the University's [Academic Integrity Policy at http://sa.sjsu.edu/student\\_conduct](#). *"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."*

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy F06-1 requires approval of instructors.

**Campus Policy in Compliance with the American Disabilities Act**

If you need course adaptations or accommodations because of a disability; or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible. 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.

Special accommodations for exams require ample notice to the testing office and must be submitted to the instructor well in advance of the exam date.

At any time, you should feel free to approach me to discuss how to accommodate your learning needs to make you study as successful as the rest of the class.

## Course Schedule

*This schedule might change with fair advance notice to correspond with student learning progress. Updates will be announced in class and posted in Blackboard CD6 (Bb). Important Reminder: Please refer to the project briefs for the final version of all details in requirements and deadlines for each project.*

*Table: Schedule for weekly activities*

DATE	TOPICS	REMINDER
Week 1 January 28	<p><b>Course orientation</b></p> <p><b>New media and communication</b></p> <p>Learning outcomes of new media technologies</p> <p>Class exercise: Email your expectations in Blackboard; how to configure your mail messages in Blackboard</p>	
Week 2 February 4	<p><b>Web 2.0 technologies and characteristics of user community</b></p> <p>Lecture: Something old, something new</p> <p>Analysis and discussion: Types of blog</p> <p>Hands-on session: How to create a thematic blog in Blogger.Com; enter your first entry</p> <p>Project briefing: Blog Development</p>	
Week 3 February 11	<p><b>New media and visual literacy</b></p> <p>Lecture: Purposes of image editing and characteristics of digital graphics</p> <p>Hands-on session: How to manipulate visual effects and integrate images in Photoshop</p> <p>Project briefing: Image Editing</p>	
Week 4 February 18	<p>Discussion: Analysis of examples of computer graphics</p> <p>Open lab for Photoshop</p>	
Week 5 February 25	<p><b>New media and print design</b></p> <p>Lecture: Types of print design and principles of integration of text and images in publication design</p> <p>Hands-on session: How to set up a publication document in InDesign</p> <p>Project briefing: Print Design</p>	Image Editing project due date
Week 6 March 4	<p>Lecture: Basics in type attributes</p> <p>Hands-on session: How to manipulate type in InDesign; how to manipulate images in the body text; how to create interactive text and convert INDD to PDF</p>	
Week 7 March 11	<p>Discussion: Guideline for effective print publication</p> <p>Open lab for InDesign</p>	
Week 8 March 18	<p><b>Class presentation of Print Design project. Peer review.</b></p> <p><b>New media and hypertext development</b></p> <p>Lecture: Non-linear text system components and characteristics of web pages</p> <p>Hands-on session: How to create a site map and a file directory; how to create web pages in Dreamweaver</p> <p>Project briefing: Web Site Design</p>	Print Design project due date

DATE	TOPICS	REMINDER
Week 9 March 25	Spring Break	Enjoy!
Week 10 April 1	Hands-on session: How to create a web site in Dreamweaver; how to create navigational menus; how to upload and download files in Dreamweaver to your JMC's remote site	
Week 11 April 8	Lecture: Technical information related to web page authoring Open lab for Dreamweaver	
Week 12 April 15	<b>Class presentation of Web Site Design project. Peer review.</b> <b>New media and audio literacy - audio podcasting</b> Lecture: Types of podcasts and characteristics of audio podcasts Hands-on session: How to download Audacity and LAME; how to record and edit audio data in Audacity Project briefing: Video Podcast – Multimedia Storytelling	Web Site Design project due date
Week 13 April 22	<b>New media and video literacy - video podcasting and multimedia storytelling</b> Lecture: Multimedia storytelling process – 3Ps Hands-on: How to develop your script, storyboard, and production plan	
Week 14 April 29	Lecture: Technical information related to video podcasting Hands-on session: How to import, edit, and export video data; how to integrate with sound in MovieMaker and iMovie	
Week 15 May 6	Hands-on session: How to create a RSS feed for your blog; how to create your e-portfolio in your blog Open lab for MovieMaker or iMovie	
Week 16 May 13	<b>Class presentation of your Blog Development project</b> SOTE	Blog Development due date
<b>Week 17</b> <b>May 18</b>	<b>Final Examination at 7:15 AM at DBH 226</b> <b>Class presentation of</b> - Video podcast o- multimedia storytelling project - ePortfolio	Video Podcast project final due date