

Digital Media Concepts – Spring 2017

WEB 116-001 (12236) – Tuesday/Thursday 5:00 – 5:50 PM – RC 323

Web Development and Digital Media Department

Computer Science and Information Technology Division

Johnson County Community College

Instructor Information: Patrick Lafferty, Associate Professor, Web Development and Digital Media

Office: RC 348-C (Regnier Center)

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T: 8:50 PM – 9:20 PM

W: 1:00 PM – 2:00 PM, 2:50 PM – 4:50 PM, 8:50 PM – 9:20 PM

R: 5:50 PM – 6:20 PM

Sat: 11:50 AM – 12:20 PM

Course Information: Credit hours: 2 Contact hours: 2 Lecture hours: 2

Pre- or Co-requisites: ENGL 121

Required textbook: None – written materials will be provided

Supplies: Each class period, students should bring paper, a physical writing utensil (pencil or pen) and removable digital storage (preferably a flash drive).

Other requirements: [Twitter.com](https://twitter.com) account; [Google.com](https://www.google.com) and/or Stumail account

Course Description: This course examines the digital media creation process and the impact of emerging technology on that process. Emphasis is placed on the need to understand target audiences, as well as the impact of content on those audiences. Creative culture is examined so students may begin to understand the relationship between ideas and the structure and management of the organizations and intellectual property systems used to express those ideas.

Course Objectives:

Upon successful completion of this course, the student should be able to:

1. Examine concepts of communication through digital media.
2. Analyze the usability of digital media.
3. Discuss copyright and fair use guidelines.
4. Explain the importance of information privacy and security.
5. Utilize a design model or process to plan and implement an interactive project.
6. Explore careers in interactive media and web design and development.

[Jump to the Course Calendar](#)

Content Outline:

I. Concepts of Communication

- A. Explore core concepts of digital media.
- B. Identify the values and problems with social networking.
- C. Explore the impact of current and future digital media technology.
- D. Discuss the relationship between digital media and society.

II. Digital Media Usability

- A. Explain how digital technology expands the features of media devices.
- B. Discuss uses of Web-enabled devices.
- C. Identify, describe and use various output devices.

III. Copyright and Fair Use

- A. Explain the difference between legal and ethical issues surrounding the access and use of media.
- B. Examine copyright and fair use guidelines.
- C. Discuss intellectual property.
- D. Identify the various acts of copyright violation and measures to prevent those acts.
- E. Identify the legal concerns that are associated with information exchange.

IV. Information Privacy and Security

- A. Explore the impact of cloud computing.
- B. Explain the importance of securing a computer.
- C. Explain how some online behaviors can be harmful personally and to a business.

V. Design Processes

- A. Discuss rapid development processes.
- B. Describe a project and the problems addressed.
- C. Explore the needs of the audience or customer.
- D. Organize a project.
- E. Write a project proposal.

VI. Digital Media, Web Design and Development Careers

- A. Identify the skills needed for employment in digital media and Web design.
- B. Identify different specialties in digital media and Web design and development.

Methods of Evaluation:

Evaluation of student mastery of course competencies will be accomplished using the following methods:

Grade Distribution:

Class participation	10%
Two examinations (Midterm: 25%; Final: 25%)	50%
Research Paper	15%
Research Presentation	10%
Practical Exams, Quizzes and Homework	15%
Total:	100%

Grading Scale:

A = 90 – 100
B = 80 – 89
C = 70 – 79
D = 60 – 69
F = below 60

When submitting written work via Google Drive, your file name AND title need to be structured like this:

lastname_firstname_projectname

If your work does not meet this standard, it may not be accepted.

On Grades:

While I hope you earn a good grade in this course, recognize that learning alone will not earn you high marks. Some of my most inquisitive and bright students have failed this class because they did not do the work required. DO NOT LET THIS HAPPEN TO YOU!

Late Projects and Papers:

Late projects and papers will receive a lowered grade. The grade *will be lowered one full letter grade* for *each day*, not class period, the work is late.

On participation:

Attendance is important. Just as important, though, is a constructive attitude and productive work habits, both as individuals and in collaborative group efforts. They affect the tenor of the classroom and will be a factor in determining grades.

As a registered student you are automatically given a student email account. As a student in this course, you are additionally required to setup and maintain an account on twitter.com. Please remember that your conduct online is governed by the [JCCC Student Code of Conduct 319.01](#), including the [JCCC Social Media Policy 520.00](#) and [JCCC Social Media Guidelines 520.01](#). All communications outside of class will be communicated via the class email and through twitter. All FERPA-protected information will only be communicated via your stumail account. You are required to check your student email account and twitter at least once per day as part of your class participation grade. It is strongly encouraged that you check both more frequently than that.

As a registered student, you are also automatically given a student server account. Please visit <http://students.jccc.net> to set up your student email account and your student server space.

Students will need to spend additional time in computer labs in order to complete projects.

**No Lectures or Demonstrations will be repeated.
Students are responsible for information missed due to absence.**

On Language

I do not tolerate [pejorative](#) language of any kind in my classroom. This includes, but is not limited to, disparaging language regarding creed, color and sexual orientation. Use of such language will result in **severe damage to your grade**. If you are not sure if you are being derogatory, err on the side of caution. This applies to both digital and physical environments.

ADA compliance statement

If you are a student with a disability and you will be requesting accommodations, it is your responsibility to contact Access Services. Access Services will recommend any appropriate accommodations to Professor Lafferty and his Assistant Dean. Professor Lafferty and his Assistant Dean will identify for you which accommodations will be arranged.

JCCC provides many services to allow persons with disabilities to participate in educational programs and activities. Appropriate documentation of disability will be required to obtain support services. If you need support services, contact the Access Services in 202 Student Center or call (913) 469-8500 ext. 3974 or (914) 469-3885 TDD.

Academic Dishonesty Statement

No student shall engage in behavior that, in the judgment of Professor Lafferty, may be construed as cheating. This may include, but is not limited to, plagiarism or other forms of academic dishonesty such as the acquisition without permission of tests or other academic materials and/or distribution of these materials. This includes students who aid and abet, as well as those who attempt such behavior.

On Writing

The job skill held in the highest regard by employers might surprise you. I ask my professional contacts regularly, "what is the one skill you look for most in your new hires?"

Without exception the response resounds, "the ability to write well."

With that in mind, I use a strict ***five errors policy*** for your written assignments. That means that if you have five errors in any writing you hand in (grammar, punctuation, spelling, ANYTHING), ***it will be rejected***.

At that time, you will have the opportunity to correct your work and resubmit it for a ***maximum*** grade of seventy-five percent (75%).

Digital Media Concepts
Tentative Class Schedule: Tuesdays and Thursdays

<u>Date</u>	<u>Subject/Project</u>	
T 1/17	Course introduction	
R 1/19	What is Digital Media?	DUE – Twitter Homework #1; DUE - Handout #1;
T 1/24	Design and Development Process	DUE – Handout #2 Research Paper assigned
R 1/26	Zeitgeist: Moving Forward – Part I	DUE – Twitter Homework #2
T 1/31	Practical Exam #1 – 5 points/5 research questions	DUE – Research Paper Topic
R 2/2	Team Roles and teamwork	DUE – Handout #3
T 2/7	Planning – proposals and design documents	DUE – Handout #4
R 2/9	Meet in Library – online research session (LIB120A)	
T 2/14	Abstract Writing	
R 2/16	Planning – proposals and design documents	DUE – Twitter Homework #3
T 2/21	Assign Blog Post #1	DUE – Handout #5
R 2/23	Interface Design	
T 2/28	Copyright issues/Creative Commons	
R 3/2	Review for midterm exam	
T 3/7	Midterm Exam - 25 points	
R 3/9	Final questions/consultations for Research Papers	DUE – Abstract and List of primary resources
T 3/14	NO CLASS – SPRING BREAK	
R 3/16	NO CLASS – SPRING BREAK	
T 3/21	Begin research paper presentations	DUE – Research Paper
R 3/23	More research paper presentations	

T	3/28	More research paper presentations	DUE – Blog Post #1
R	3/30	More research paper presentations	
T	4/4	More research paper presentations	
R	4/6	More research paper presentations	
T	4/11	Software and hardware issues	
R	4/13	Social Media	DUE – Twitter Homework #4
T	4/18	Content Management Systems Assign Blog Post #2	
R	4/20	Interactive authoring	
T	4/25	Review Blog Post #2	DUE – Rough Draft of Blog Post #2
R	4/27	Testing and evaluating a project	DUE – Blog Post #2
T	5/2	Documenting a project	
R	5/4	Usability	
T	5/9	Dark Patterns	DUE – Twitter Homework #5
R	5/11	Review for final exam	
R	5/18	Final Exam (12236) 5:00-6:50 PM (comprehensive - 25 points)	5:00 PM section

Final Exam Week: Saturday, May 13 – Friday, May 19

Final Grades will be available online by 12 PM on May 24.

Report all campus emergencies to the JCCC Police Department.

Dial 4111 from any campus phone

Dial 913-469-2500 from any cell phone

In the event of an emergency, move to a secure location on the third floor of the Regnier Center.

RC, Third Floor

