Multimedia Mass Communication
JOUR 4900/6900-001
Spring 2014
TR 1-2:25 p.m.
Meeman 202

Dr. Ashley D. Furrow
Office: Meeman 324
Office Hours: Wednesday 9 a.m.-1 p.m. and by appointment
Office Phone: 901-678-2854
Mobile Phone: 941-400-0833, no calls after 10 p.m. please
E-mail: adfurrow@memphis.edu

COURSE REQUIREMENTS

COURSE DESCRIPTION:
Using computers to learn process/software/production design concepts involved in multimedia primarily designed for computer communication; digital editing of still images, off-line video editing, animation and production techniques for assembling all into a single CD or video to convey advertising, public relations, or news editorial concepts.

CLASS INSTRUCTION:
This course is designed to stock the toolbox of a talented graphic designer. Students will learn advanced techniques and the principles behind them to execute designs for work in the creative industry. Further, students will build a portfolio of work to show potential employers. Some sessions will require students to leave the classroom, in which case conduct will be governed by the rules of the classroom and the rules of the venue in which the class is meeting. A typical class session will consist of a lecture, discussion and assignment/lab time.
Students are required to complete multiple design projects throughout the semester as well as a final project. The design projects allow students to work creatively for various applications of graphic design skills. The final project should invoke all skills learned in the course.

PREREQUISITE:
JOUR 3900

TEXTBOOKS:
Required:
* An Introduction to Visual Media Theory and Practice in the Digital Age. By Harlen Makemson, Phillip Motley, Brooke Barnett, and David Copeland. Peter Lang Publishing.

REQUIRED SOFTWARE:
Adobe Photoshop CS6
Adobe InDesign CS6
Adobe Illustrator CS6
Note: You may purchase the Adobe Creative Suite 6 Design Standard (which has Photoshop CS6, InDesign CS6, Illustrator CS6 and Acrobat X Pro from the Adobe.com website at the student's discounted price of $349.)

OTHER REQUIREMENTS:
One Flash Drive (At least 2GB capacity)

GRADING:

A = 94-100	C+ = 77-79
A- = 90-93	C = 74-76
B+ = 87-89	C- = 70-73
B = 84-86	D = 65-69
B- = 80-83	F = 64 and below

Grading Philosophy: A=Professional quality work that could be use with little or no modification; B=Good to excellent work and exceeds requirement, but would require revision to be used professionally; C=Satisfactory work and adequately meets requirement, but would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.

Grade Distribution: Total points= 1000

Assignment	Points
Personal branding	
Personal logo	50
Resume	100
Personal slideshow	100
MicroMemphis	
Logo/Branding	50
Video project	150
Booklet/brochure	150
Slideshow	50
Personal portfolio	
Portfolio book	250
Portfolio eBook	100

Final exam time:
10:30 a.m.-12:30 p.m., Thursday, May 8

ATTENDANCE & CLASS CONDUCT
Attendance is **mandatory** and will be taken at the beginning of each class session. Students are allowed three unexcused absences; after three, additional unexcused absences will drop the student's final grade by one letter grade for each absence. Missing a total of seven classes will result in the student failing the course. University policy for excused absences apply to this course.
Tardiness will not be tolerated. After two tardies, one percentage point will be deducted from the student's final grade for each additional tardy.
Attendance will be determined by signing the daily sign-in sheet for the course.

MOBILE AND ELECTRONIC DEVICES:
The use of electronic devices is permitted, as this class focuses on design and technology. Mobile telephones must be turned to vibrate during class and should be used only for emergencies. Excessive text messaging will not be tolerated.

DEADLINES
All deadlines are firm. This is journalism and mass communications. Assignments turned in late will be deducted a letter grade for each day late. Exceptions will be made for reasonable circumstances if the student notifies the instructor **prior to or on** the due date. Work will be collected at the beginning of class, and must be printed and mounted or prepared for presentation before class.

DIVERSITY
Students will be required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Visual communications created in this course, and in the field, reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY
Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

COMPUTER USAGE
Students are expected to use a computer in this course. Students will use Apple computers running the Macintosh operating system in class, but may use Windows computers at their own discretion. Students will work with the design software standard in the professional world. At this time, the professional standard is the Adobe Creative Suite, particularly Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Extensive instruction about how to use these programs will be offered in this course.

WRITING STYLE
While this is primarily a design course, students will be required to write a minimal amount as part of their study. In these cases, students are expected to adhere to the Associated Press style guide. Additionally, in design projects, students will use text as part of their projects. Within creative reason, the text used in these projects must also follow the AP guidelines.

ASSINGMENT FORMAT
All assignments are to be submitted electronically via the Dropbox tool in eCourseware. Students must include the following items:
1. The original Adobe CS document (Photoshop, InDesign, Illustrator).
2. Any links associated with the CS document (Images, Fonts, etc.).
3. A PDF of the document.
4. A 150-word explanation of your design choices and artist's statement. (Projects only).
5. A printed version, in color.

Generally, each assignment will come with unique formatting guidelines. Be sure to follow these guidelines exactly. Work that does not comply to these guidelines, as well as the production specifications indicated for the assignment, will receive a grade of 0.

All projects (except the final) can be resubmitted with corrections and revisions one week after it is returned to you.

Work will be critiqued in the classroom and must be suitable for presentation. Students are encouraged to work ahead on assignments to develop their creative processes for the work.

FOR GRADUATE STUDENTS
This course is offered at both the undergraduate and graduate levels. Enrolled graduate students are required to do work appropriate for their academic level. This includes but is not limited to a term paper about an assigned topic, class presentations, book reviews and/or special projects. Graduate students should meet with the professor as soon as possible after the beginning of the term to work out arrangements for graduate-level credit for the course.

FINAL COMMENT
Honing design skills is a journey best undertaken as a group, with open hearts, open minds and good humor. I encourage you to speak frequently and work together with your classmates. We will critique our own work and that from outside sources in class. Criticism is an important part of the visual communication process and should never be given or received with rancor.

If you want to talk about the class, come and see me and don't worry about having an appointment. My office door is open frequently. If my office hours are inconvenient for you, make a special appointment (I'm flexible). The bottom line is I'm a friend of students and like to talk to them.

NOTE: Schedule and syllabus are subject to change based on the needs of this class.

ASSESSMENT
PROFESSIONAL VALUES AND COMPETENCIES FOR J4900/6900:
  • Upon completion of this course, students will be able to understand the basic principles of putting together a multimedia project.
  • Students will have a solid understanding of the importance of navigation and interactivity in the creation of a multimedia production.
  • Students will be able to devise a multimedia project based on the client's needs and demands.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:
Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):
  • Upon completion of this course, students will be able to understand the basic principles of putting together a multimedia project.
  • Students will have a solid understanding of the importance of navigation and interactivity in the creation of a multimedia production.
  • Students will be able to devise a multimedia project based on the client's needs and demands.

Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):
- Upon completion of this course, students will be able to research and design a project for a multimedia production.
- Students will be able to create a storyboard outline of the proposed multimedia project.
- Students will be able to design individual slides for the multimedia project using different layout programs such as Adobe Indesign or Photoshop.
- Students will be able to present the slides in CD format using Adobe Acrobat including audio files, video files, still images and an appropriate amount of text.
- Students will be able to do testing of the multimedia project to identify potential problems.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR J4900/J6900:
- This is a self-directed project requiring research, accumulation and preparation of the visual material and putting the project in final form as an interactive presentation.
- The project subject is up to the individual but personal themes such as fraternal, church or other affiliations, celebrations or ceremonies are discouraged. The project has a minimum length of 15 pages and must contain a video.
- The interactive portion of the project should have a navigable index as well as internal navigation allowing the user to move from page to page, back to the index, etc.
- Each page should contain appropriate illustration and text. Students are cautioned that any material taken from the Web will be copyright protected and while it is generally permissible under "fair use" to use said material for the project, it cannot be used for any other purpose without the copyright holder's(s) permission(s).
- While most prefer to use Photoshop as the main software program to produce the project, it is possible to use pagination programs such as InDesign. This decision is left to the individual.
- Final assembly and linking of the various elements is done in pdf format using Adobe Acrobat.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:
The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to
- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in

pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:
The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:
- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

DEPARTMENT POLICIES

EMAIL:
You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the http://iam.memphis.edu website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

CELLPHONES:
You must turn them off during class.

ATTENDANCE:
Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:
In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:
You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:
Any student who feels s/he may need an accommodation based on the impact of a disability should contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.