Audio Podcasting & Other Digital Media 113
Syllabus

Start Date: June 17th, 2013
End Date: July 19th^{6h}, 2013
Final Project Due: July 22th, 2013

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- **Course Description**

This course is an introduction to the uses and practical applications of sound for multimedia. Students will study various uses of sound and music on the Internet from creative to professional websites. Using free or inexpensive hardware and software, students will learn to create and edit podcasts and attach audio files to programs and web pages such as Facebook, iTunes, Keynote, PowerPoint and other sites. The course will cover both Mac and PC applications so all students will be able to work on projects from their home computers. The course will also cover current legalities of digital media.

- **Equipment**

USB microphone or microphone with audio interface, personal computer, Audacity or any other audio editing program you wish to work on such as Garageband.

- **Text Books**

No textbooks for this class.

- **Grading**

Papers: 24% of your total grade (Papers #1,2,4, and 6 are worth 3% each, and Papers #3 and 5 are worth 6% each).

Podcasts: 48% of your total grade (Project #1 is worth 4%, Projects #2-5 are worth 6% each, and Project #6 the Final Project is worth 20%).

Participation in Discussion Forum: 27% of your total grade (3% per week)
Discussion Forum Rubrick (A weekly grade will be given):
100% = 1 posting and 2 replies to other posters per week
85% = 1 posting and 1 replies to other posters per week
75% = 1 posting and 0 replies to other posters per week
65% = 0 posting and 1 reply to other posters per week
0% = 0 posting and 0 replies to other posters per week

Late work is not accepted.   In case of illness, please let me know

- **Curriculum** (The curriculum may be subject to change during the course)

  - **Week 1 - 6/17/13**

    Overview of syllabus, discussion forum and class expectations. Note: Syllabus is subject to change.

    What's a podcast? How does sound (music, dialogue, sound effects) inform these narratives? What can sound communicate?' What was SOPA/PIPA and why did it threaten the internet?

    Homework due - 6/24/13:
    Download Audacity (You can use Gargeband or other software if you have it and are comfortable with it) and iTunes.

    Audacity (Windows 2.0.3, Mac 2.0.3 [Intel], Mac 1.26a [PPC]:
    http://audacity.sourceforge.net
    Audacity Plugins (LADSPA Plug-Ins [Mac and PC hyperlinks on this page]):
    http://audacity.sourceforge.net/download/plugins
    LAME MP3 encoder (Mac and PC hyperlinks on this page):
    http://audacity.sourceforge.net/help/faq?s=install&i=lame-mp3

    Listen to the following podcasts (Available via the iTunes store):

    NPR Pop Culture Happy Hour: **Funny Moms and Funny Pages**
    The Ricky Gervais Show: **Season 3: Episode 39**
    Uhh Yeah Dude: **Episode 376**
    The Nerdist Podcast: **Rick Moranis**
    We're Alive - A "Zombie" Story of Survival – **Episode 1: It Begins**

    Paper #1 (500 Word minimum) What are your initial thoughts after listening to these podcasts? Which ones did you like and which ones did you dislike?

    Reading: Audacity Tutorials 1. Basic, Why Do Podcasts Suck?

    Discussion Site: Out of all the podcasts you have listened to, which one is your favorite and why? Which one is your least favorite and why?

- **Week 2 - 6/24/13**

Audacity Basics 2

Audacity Basics 3

Basic acoustics to achieve optimal recording and listening conditions

Planning/creating a podcast. What are you communicating? What response are you trying to clicit

Homework due 7/01/13

Project# 1 (Record and edit one minute of dialogue. You are the talent)

Reading: Audacity Tutorials 2. Editing for Beginners

Reading: Audacity Tutorials 3. Common Editing Mistakes, Effects for Beginners, and selecting and Aligning

Paper #2 (750 word minimum): Choose a podcast of your choice and listen to at least three episodes. Define it's function, content, use of creative expression, length, audio quality and audience. Does it need improvement? How and Why? Does it serve the audience? How and Why? Does the narrative flow naturally? Is it too long or too short? Why did you choose this podcast?

Paper #3 Podcast plan for Project #2: What will be the content of the podcast? Who is your intended audience? How long will it be? How many people will participate? How long will it be? How many people will participate? How will you use music to set the tone of your podcast? What will your introductory music sound like? Will the credit music mirror the introductory music? **Note: This paper doesn't have to be in narrative format. Lists, bullet points, etc. are perfectly fine as long as it helps organize your thoughts.**

Discussion Site: How was your experience in recording your one-minute of dialog?

- o **Week 3 – 7/01/13**

  Podcast creation and delivery: What's RSS? Metadata? How do I upload my audio to a server? What's the happy medium of mp3 resolutions?

  Digital Media rights and responsibilities

  Homework due – 7/08/13

  Project #2 (Record and edit a three minute Podcast. You may use music and/or sound effects but are not required to do so). MP3 Export

  Paper #4 (750 word minimum) Current trends in Digital Media legalities. The topic is of your choosing. Examples: The current state of the RIAA and P2P networks, copyright fair use, domain name disputes, music law (there are many subcategories), podcasts and the FCC, the First Amendment and podcasts, Podcast guest waivers, etc. These are very broad topics and need to be narrowed down for an effective 750 word paper.
  Due **8/13/12**

  Reading: The Podcast Consumer Revealed 2009

  Discussion Site: What is your goal for your first podcast?

- o **Week 4 - 7/08/13**

  Acquiring royalty free music

  Editing music basics

  Podcast Listen/critique

  Homework due – 7/15/13

  Project #3 (3 minute minimum with introductory music and credit music. You may use sound effects but are not required to do so.)

  Discussion Site:What did you think after listening to your classmates podcasts?

- o **Week 5 – 7/15/13**

  Podcast listen/critique

  Social Media and sound

  Homework due 7/22/13

  Discussion Site: How has your perception of podcasts changed over the past 5 weeks?

  Project #4 – Final Podcast (5 minute minimum with introductory music and credit music. You may use music and/or sound effects but are not required to do so).