

INSTRUCTOR

B. Rich

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COURSE INFORMATION

DMA 525 Section 801

Time: Monday 5:45 – 9:00

Location: 14 East Jackson, #513 (Loop)

Course page: [D2L](#)

COURSE DESCRIPTION

This introductory course will provide students with a detailed practical introduction to the technological practices, skills, and tools of digital communication. Students will engage with digital technology with the goals of learning and practicing technical skills across a range of technologies, including video, audio, graphic design, and human-computer interaction. Students work with still images, moving images and sound using integrated digital media applications. The course focuses on the technical, social and cultural competencies required to traverse media in online convergence environments. This class provides students a hands-on approach to digital communication. This course will also prepare students to work with digital technology at future jobs.

PREREQUISITE(S): DMA 402 or DMA 405

COURSE OBJECTIVES

1. To understand and express design concepts within 2D visual works.
2. To learn techniques for capturing and creating high quality audio, video and still images
3. To develop creative audial and visual design projects
4. To understand the interconnectedness of various digital media
5. Develop/hone professional presentation skills
6. Develop skills in critical analysis and feedback.

CLASS FORMAT

Classes will consist of lectures, discussions, workshops and student presentations.

RECOMMENDED READING

- *Multimedia Foundations: Core Concepts for Digital Design*; Vic Costello, Focal Press, 2012+ ISBN: 9780240813943
- *Contagious: Why Things Catch On*, Jonah Berger

REQUIRED SOFTWARE AND DEVICES

- Still and Video Cameras (available for check-out from Cage)
- High quality microphone, sound recorder (also available from the Cage)
- Software: Adobe Creative Cloud, others
- CDM [Computer Labs](#) are available for software use outside of class
- CDM labs offer Adobe Creative Cloud on PC and Mac operating systems. Information about acquiring Adobe Creative Cloud and other software is available [here](#).
- Supplemental instruction at LYNDIA.COM is required. It is available at the library and by (free) [subscription](#). Make sure you're logged into Campus Connect before clicking on the Log into Lynda.com link on the page.

EVALUATION & GRADING

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|----------------------------|----|
| Attendance / Participation | 30 |
| Projects | 60 |
| Final Project | 10 |

Attendance: Points for every class attended

Participation: Contributions to class discussions and activities; presentations

Projects: There will be 3 major project areas: photography, podcasts and short films. Each major project will contain various smaller projects in pre-production, production and post-production.

Final Project: This is where all the pieces you created throughout the quarter come together. You will present a campaign that includes your photos, memes, film and podcast

GRADING SCALE

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|----|-----|
| A | 93% |
| A- | 90% |
| B+ | 87% |
| B | 83% |
| B- | 80% |
| C+ | 77% |
| C | 73% |
| C- | 70% |
| D | 60% |
| F | 0% |

Letter grades will be based on the minimum percentages of total points earned

WEEKLY SCHEDULE (subject to change)*

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| WEEK 1 JAN 2 | TOPIC | Syllabus Introductions, skill survey Transmedia Storytelling Theme topics |
| | READING | Costello – Ch. 1 – Understanding Multimedia Ch. 3 – Project Planning and Evaluation |
| | ASSIGNMENT | Bring in some favorite memes |
| WEEK 2 JAN 9 | TOPIC | Photography |
| | WORKSHOP | DSLR Cameras, Photography Technique |
| | READING | Costello – Section 3 – Static Media |
| | DUE | Share and discuss your favorite memes |
| | ASSIGNMENT | Photo Series + meme photo + bio photo |
| WEEK 3 JAN 16 | MARTIN LUTHER KING JR. DAY – NO CLASS | |
| WEEK 4 JAN 23 | TOPIC | Photoshop |
| | WORKSHOP | Photoshop |
| | READING | Costello – Ch. 11 – Recording Formats & Device Settings Ch. 12 – Audio Production |
| | DUE | Photo Series + meme photo + bio photo |
| | ASSIGNMENT | Photo Series finished and polished, meme created |
| WEEK 5 JAN 30 | TOPIC | Podcasts, Pre-production, Audio Recording Techniques |
| | CRITIQUES | Memes |
| | WORKSHOP | Audio Equipment Demo and practice |
| | READING | Costello – Ch. 14 – Time-Based Editing |
| | DUE | Viral Media Presentation |
| | ASSIGNMENT | Podcast script, Podcast recording + audio components |
| WEEK 6 FEB 6 | TOPIC | Audio Post-production, Video Pre-Production |
| | WORKSHOP | Audio Post-production software |
| | READING | Costello – Ch. 13 – Video Production |
| | DUE | Podcast audio (recordings, SFX, music) |
| | ASSIGNMENT | Podcasts finished and polished Short Film Pre-Production |
| WEEK 7 FEB 13 | TOPIC | Video: Technique |
| | WORKSHOP | Video Cameras, Lighting, Interviews, Sound |
| | DUE | Podcasts |
| | ASSIGNMENT | Shoot Short Film |

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| WEEK 8 FEB 20 | TOPIC | Video Editing |
| | WORKSHOP | Adobe Premier Pro |
| | DUE | Short Film footage |
| | ASSIGNMENT | Short Film Rough Cut |
| WEEK 9 FEB 27 | TOPIC | Motion Graphics, Film Polishing (sound, color, effects...) |
| | WORKSHOP | Adobe After Effects |
| | DUE | Short Film Rough Cut |
| | ASSIGNMENT | Short Film Fine Cut |
| WEEK 10 MARCH 6 | TOPIC | Final Project Meetings + Polish |
| | CRITIQUES | Short Films |
| | DUE | Short Film Fine Cut |
| | ASSIGNMENT | Polish podcast, photo series, memes, short film |
| WEEK 11 MARCH 13 | TOPIC | Final Project Presentations |
| | | Attendance is mandatory |
| | | Absence or no final project presentation = F for course |

* This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.

Course Policies: In addition to [CDM Academic Policies](#) and [DePaul University Policies](#), the following policies will apply to this course:

Email: Email is the primary means of communication between faculty and students enrolled in this course outside of class time. Students should be sure their email listed under "demographic information" at <http://campusconnect.depaul.edu> is correct.

Some guidelines for your emails:

- Be clear and concise in your subject line; ex: "DMA 525 – question about assignment X"
- Don't reply to class-wide email unless it pertains specifically to the subject of that email
- Begin a new email thread for any new question, notification, etc.
- Expect a reply within 24 hours during the week. Expect a delayed response on weekends. If you don't get a response within 1 business day, please resend as there may be an email issue

Course Lectures/Reading Assignments: The assigned and recommended readings offer an opportunity for independent learning that supplements the lectures. Lectures will introduce material not available in the readings, and the readings will explore concepts not mentioned in class.

Late Assignments: In order to receive any credit for an assignment, you must communicate with me at least 24 hours before the due date/time regarding it being late. Late assignments will have points reduced. No assignment will be accepted more than 7 days late without a medical excuse.

Attendance: Attendance is mandatory. An absence is defined as not showing up for class, arriving 30 minutes late or leaving 30 minutes early. All absences will result in a reduction of the attendance / participation grade. 3 absences, whether excused or not, may constitute failure for the course. In order to petition for an excused absence, students who miss class due to illness or significant personal circumstances should complete the Absence Notification process through the [Dean of Students office](#)

Class Participation: Student participation is crucial to this class. Students are encouraged to ask questions and offer comments relevant to the class topics. Students are encouraged to offer answers, insights and best guesses to questions posed in class. Having your files and devices, making the most of class time and being fully present and engaged add towards the class experience and your participation points. Productive critiques of your own and everyone else's work is critical. For group projects, each individual is expected to contribute according to the needs of the group/project. Private peer evaluations will afford each group the opportunity to measure the contributions of each individual.

Cell Phones/On Call: If you bring a cell phone to class, it must be off or set to a silent mode. Should you expect to need to answer a call during class, tell the instructor before class and leave the room in an undistruptive manner. If you are required to be on call as part of your job, please communicate this at the start of the course.

Behavior & Attitude: Food and drink are fine. A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include: talking to others when someone is speaking, mocking another's opinion, cell phones ringing/vibrating, emailing, etc. Out of respect to fellow students and the professor, texting, social media and other forms of technological socializing are not allowable in class. If any issues arise a student may be asked to leave the classroom and/or lose their tech privileges.

Civil Discourse: DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be [Socially Responsible Leaders](#). It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course.

DePaul University Policies:

Online Course Evaluations: Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in [CampusConnect](#).

Academic Integrity and Plagiarism: This course will be subject to the university's academic integrity policy. More information can be found at <http://academicintegrity.depaul.edu/>. If you have any questions be sure to consult with your professor.

Academic Policies: All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the [University Academic Calendar](#). Information on enrollment, withdrawal, grading and incompletes can be found under [Enrollment Policies](#).

Students with Disabilities: Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential. To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: csd@depaul.edu.

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