

**INSTRUCTOR**

B. Rich

Email: [b.rich@depaul.edu](mailto:b.rich@depaul.edu)

Office: Remote via Zoom

Office Hours: Refer to Faculty [Page](#)

**COURSE INFORMATION**

DMA 525 Section 801

Time: Tuesday 5:45 – 9:00 CST

Course page: [D2L](#)

Slack: Join [here](#)

Location: Remote via Zoom:

Join from PC, Mac, Linux, iOS or Android:

<https://depaul.zoom.us/j/93263488384?pwd=cjdhejdWVGJSOUluUktHWFFaU1ZhZz09>

**Password: DMA525**

Or iPhone one-tap :

US: +13126266799,,93263488384# or  
+12678310333,,93263488384#

Or Telephone:

Dial(for higher quality, dial a number based on your  
current location):

US: +1 312 626 6799 or +1 267 831 0333 or +1 301 715  
8592 or +1 470 250 9358 or +1 470 381 2552 or +1  
646 518 9805 or +1 646 876 9923 or +1 651 372  
8299 or +1 786 635 1003 or +1 213 338 8477 or +1  
253 215 8782 or +1 346 248 7799 or +1 602 753  
0140 or +1 669 219 2599 or +1 669 900 6833 or +1  
720 928 9299 or +1 971 247 1195

Meeting ID: 932 6348 8384

International numbers available:

<https://depaul.zoom.us/j/abgKd9u9z1>

**COURSE DESCRIPTION**

This foundation 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 photography, video and audio. 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. The challenge and potentials of telling stories across media are explored. 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):** None

**LEARNING OBJECTIVES**

1. To understand and express design concepts within 2D visual works.
2. To learn techniques for capturing, creating and editing 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. To tell stories/communicate themes or ideas across multiple media forms
6. Develop/hone professional presentation skills
7. Develop skills in critical analysis and feedback.

**CLASS FORMAT**

Everything will be online consisting of primarily synchronous classes comprised of discussions, workshops, critiques 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
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**REQUIRED SOFTWARE AND DEVICES**

- Camera app(s) - Still and Video - for your phone (see list of recommended apps in Week 1 D2L)
- Software: Adobe Creative Cloud
- 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 LinkedIn Learning (LL) 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.
- You are welcome to use your own camera(s) and/or audio equipment as part of this class.
- Additionally, DSLRs, Video Cameras, lighting equipment and high quality microphones and sound recorders are available from the Cage on a limited basis. You are welcome to check approved equipment out if you are able to pick up and return in person.
- However, this class will focus entirely on obtaining the best quality possible from nothing more than your phone camera and microphone.

**EVALUATION & GRADING**

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 consist of various smaller assignments 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 your 'campaign' that includes your photos, film and podcast

**GRADING SCALE**

Letter grades will be based on the minimum percentages of total points earned	A	90%
	B	80%
	C	70%
	D	60%
	F	50%

**Extra Credit**

One way to earn extra credit is by volunteering for various faculty and student research projects. You can sign up here:

<https://depaulurparticipant.sona-systems.com/>

**WEEKLY SCHEDULE (subject to change)\***

<b>WEEK 1</b> Jan 5	TOPIC	Syllabus Introductions, skill survey Transmedia Storytelling Intro Themes for projects
	ASSIGNMENT	Bring in up to 3 themes/topics/storyworlds/'big ideas' for your projects to workshop in small groups For each, bring in some ideas for each medium's story (photo series/story, podcast, short film) Post some #faves-photos to Slack
<b>WEEK 2</b> Jan 12	TOPIC	Building your campaign Pre-Production formats Camera apps
	WORKSHOP	Break-out rooms for topic/story discussions
	DUE	Topic ideas (3 max) w/ story concepts for each medium
	ASSIGNMENT	View Photography Lectures Pt 1 + 2 + 3 (D2L) Pre-Production (Podcast, Short Film)
<b>WEEK 3</b> Jan 19	TOPIC	Photography Basics: Composition Exposure Focus (DOF) White Balance
	WORKSHOP	Exposure, WB, Composition, Focus
	ASSIGNMENT	View LinkedIn Learning (LL) lecture – Photoshop Shoot Photo Series Photos Post some #faves-podcasts to Slack
<b>WEEK 4</b> Jan 26	TOPIC	Photoshop Basics
	WORKSHOP	Photoshop
	DUE	Photo Series Photos
	ASSIGNMENT	Photo Series finished and polished (Photoshopped) Podcast Script View "Sound Basics" (D2L)
<b>WEEK 5</b> Feb 2	TOPIC	Podcasts Audio Basics: Audio Recording Techniques Microphones
	WORKSHOP	Audio Recording
	DUE	Polished Photo Series Podcast Script
	CRITIQUES	Photo Stories/Series (Slack)
	ASSIGNMENT	Record Podcast assets Post some #faves-shortfilms to Slack

<b>WEEK 6</b> Feb 9	TOPIC	Audio Post-production Adobe Audition
	WORKSHOP	Audition
	DUE	Podcast audio (recordings, SFX, music)
	ASSIGNMENT	Podcasts - Finished and polished
<b>WEEK 7</b> Feb 16	TOPIC	Video basics: Technique Tech basics (aspect ratio, resolution...)
	WORKSHOP	Video + Sound
	DUE	Podcasts
	CRITIQUES	Podcasts (Slack)
	ASSIGNMENT	Begin Shooting Short Film
<b>WEEK 8</b> Feb 23	TOPIC	Video Editing Premiere Pro Post-Production
	WORKSHOP	Adobe Premiere Pro
	DUE	Short Film footage (not needed to be completed shooting)
	ASSIGNMENT	Short Film Rough Cut – Links uploaded to Slack 3/1/21 Short Film Fine Cut – Due in class 3/9/21 Final Presentation
<b>WEEK 9</b> Mar 2	TOPIC	NO CLASS 1:1 meetings available
	CRITIQUES	Short Film Rough Cuts (Slack)
	DUE	Short Film Rough Cut
	ASSIGNMENT	Polish podcast, photo series, short film
<b>WEEK 10</b> Mar 9	TOPIC	Short Film + Final Project Presentations Attendance is mandatory
<b>WEEK 11</b> Mar 19		NO CLASS

\* This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class and sent via email. <sup>[[1]]</sup><sub>[SEP]</sub>

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

**Email:** Slack and Email are 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, as well as the supplemental material on D2L offer an opportunity for independent learning that supplements the classes. Required lectures (powerpoint/.pdf presentations) and other material will be labeled 'Required' in each week's module. All other material is for you to enjoy at your discretion.

**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 or arriving/leaving 30 minutes late/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. You are encouraged to ask questions and offer comments relevant to the class topics. You 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. Productive critiques of your own and everyone else's work is critical. For any group projects, each individual is expected to contribute according to the needs of the group/project. Peer evaluations will afford group members the opportunity to measure the contributions of each other.

**Zoom Etiquette:** The experience of the class is made better for everyone involved when everyone is present in the zoom room, with cameras on. It is understandable that there will be times and/or days when turning on the camera is not possible. Please try to minimize these instances. Let me know if you are having any issues, technical or otherwise, with having your camera on.

**Behavior & Attitude:** 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, etc.

**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.

**Preferred Name & Gender Pronouns**

Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, culture, religion, politics, sexual orientation, gender, gender variance, and nationalities. I will gladly honor your request to address you by an alternate name or gender pronoun if you advise me of this preference. Students may choose to identify within the University community with a preferred first name that differs from their legal name and update their gender. For more information and instructions on how to do so, please see the [Student Preferred Name and Gender Policy](#)

**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](mailto:csd@depaul.edu).

Lewis Center 1420, 25 East Jackson Blvd.  
Phone number: (312)362-8002  
Fax: (312)362-6544  
TTY: (773)325.7296

## Resources for Students in Need of Support

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Safety and Mental health safety are important. If you find yourself in a state of distress, depression, or unsafe circumstances, please make use of any of the following resources should you seek counseling.

### DEPAUL STUDENT COUNSELING

Full time and Part time DePaul students may schedule appointments with the University Counseling Service Info here: <https://offices.depaul.edu/student-affairs/support-services/counseling/Pages/default.aspx>

The front desk staff is working remotely and will answer your call directly. If they are taking another call, please leave a message and your call will be returned within a business day. **If you would like to be contacted by a counselor please call (773) 325-7779 or (312) 362-6923.**

### OFFICE OF HEALTH PROMOTION AND WELLNESS

Health Promotion and Wellness (HPW) provides holistic education, support and resources for individuals to establish and sustain long-term, healthy behaviors.

In light of the COVID-19 impact on the University, the Office of Health Promotion and Wellness programs and services remain open and can be accessible to students remotely. Students can meet with a staff member via Zoom. Appointments can be requested by calling 773-325-7129 or [completing this online intake form](#).

## ADDITIONAL RESOURCES EXTERNAL TO DEPAUL

### National Suicide Prevention Lifeline

**Phone:** 1-800-273-8255

**Online chat feature:** <https://suicidepreventionlifeline.org/chat/>

### National Domestic Violence Hotline

Available 24/7. Offers help in more than 200 languages. All calls are free and confidential.

**Phone:** 1-800-799-7233

**Chat online** with someone: <https://www.thehotline.org/>

### The Trevor Project

For young LGBTQ persons in crisis or in need of someone to talk to:

**Phone:** 1-866-488-7386

**Text** START to 678678

**Chat online** by visiting: <https://www.thetrevorproject.org/get-help-now/>

### Trans Lifeline

A peer support hotline runned by trans people for trans people.

**Phone:** 877-565-8860