

Course Syllabus

Course Number and Title: AM 304-01 | History of Multimedia

Term: Fall, 2018

Course units: 4

Catalog Description:

Explores how traditional forms of media including radio, film, photography and television evolved and have begun to converge into new digital forms of media in contemporary times. Students learn the history of the personal computer and the World Wide Web to understand the evolution of digital technologies as a catalyst for new and emerging media. (Prerequisites: AM 102, 112, 202 or 221 and ENG 108 or higher)

Instructor's Name: Dr. E. Anthony Collins

Required Text: Kovarik, Bill. Revolutions in Communication: Media History from Gutenberg to the Digital Age.

Contact Information: ecollins@marymountcalifornia.edu

Office Location: CEC-212

Office Hours: M and W, 6-7pm

Term Length: 16 weeks **Course days/time:** M/W 7-840pm

Prerequisites: AM 102, 112, 202 or 221 and ENG 108 or higher

Credit Hours

1 undergraduate unit = 45 hours of student work.

This is a **4 unit** course. Students are expected to devote a total of **180 hours** of combined in-class and out-of-class time to achieve the intended learning outcomes.

Course Modality: Face to face

Disability (ADA) Statement

Any student who feels he/she may qualify for accommodations for any type of disability should see the instructor and consult with and provide documentation to the Coordinator of Disability Resources. Application forms for support services and accommodations can be found on the MyMarymount site. Laura Niemiec Coordinator of Disability Resources and University ADA/504 Officer

LNiemiec@MarymountCalifornia.edu 310-303-7367

Academic Integrity Statement

The University expects the highest standards of integrity from all undergraduate and graduate students in the performance of academic assignments and research.

Moreover, the University requires the cooperation of its students in creating a university-wide environment (inclusive of on-campus, hybrid, and online learning environments) that is conducive to everyone's learning.

Attempts at cheating, fabrication, plagiarism, abuse of resources, forgery of academic documents, dissimulation, or sabotage, and any act of aiding and abetting academic dishonesty, as well as disruptive or disrespectful behavior in the classroom, will be met with sanctions that may include a failing grade on an assignment or in the course. Students are expected to be aware of and adhere to the University's policy on Academic Integrity, which is found in the Anchor, the MCU student handbook, <http://www.marymountcalifornia.edu/student-affairs>,

Methods of Instruction:

- a. Lecture and digital presentation
- b. Presentation of student work
- c. Class and group discussion

Course Student Learning Outcomes (CSLOs):

- a. Acquire historical knowledge, visual literacy, and vocabulary of the discourse of multimedia.
- b. Learn academic research and writing skills.
- c. Discuss methods of visual cultural production.
- d. Identify diverse creative practices.
- e. Identify diverse sources to learn about visual cultural production.

Digital Communication Media Program Student Learning Outcomes

After completion of the Digital Communication Media program students will be able to:

1. Use critical thought to analyze and critique professional and academic forms of communication media
2. Discuss and write about key concepts in the study of media, culture, and communication within an historical and contemporary context.
3. Research and develop visual planning strategies for creative solutions related to adaptive design competence; and will learn basic business practices and professional standards of various digital media industries.
4. Demonstrate the ability to design and create professional level artwork using industry standard digital technologies, including: Apple Macintosh, Avid Media Composer, Autodesk Maya and Adobe Creative Suite software applications.
5. Demonstrate outcomes of their design and media skills with a senior portfolio, resume, and presentation.

Methods of CSLO Assessment (linked to assignments:

- Research Paper & Writing Assignments (CSLO a, b, c, d, e/PSLO 1, 2)
- Reading assignments and discussions (CSLO a, b, c, d, e/PSLO 1, 2)
- Attendance & Participation (professionalism)
- Individual and Group Presentation (CSLO a, b, c, d, e/PSLO 1, 2, 4)

Below is a list of assignments that list CSLOs.

Assignment	CSLO	Grading Scale
What is Multimedia?	a, b, c, d, e	25
Wordpress website	c, d, e	25
Quizzes (2)	a, b	25 each 50 total
Study Questions 1-12 Brief 9 and 10	a, b, c, d, e	25 each 350 total
Timeline Project 1	a, c, d, e	150 total
Timeline Project 2	a, c, d, e	150 total
Online research, writing	a, b, c, d, e	150 total
Final Exam	a, b, c, d, e	100 total
		1000 possible
Extra Credit	a, b, c, d, e	+50 possible

Grading Scale: A = 90-100%; B = 80-89%, C = 70-79%, D = 60-69%, F = below 60%

Tagged Core Competency

PS2 GLOBAL or CROSSCULTURAL/ DIVERSITY

Analyzes, interprets and applies insights to a situation or problem with awareness of one's perspectives, ideologies, cultures or institutions within a local and global context. 1 course from: AM 201, 211, **304**, 305; BUS 535; CAR 301, 332; ECO 135, 301, 302, 400, 410; GS 241, 405; HIS 100, 101, 330; POL 240; PSY 280, 340; REL 130, 225; SOC 100, 250, 320; SPA 200; THE 310

PS4 CREATIVE THINKING

Demonstrates engagement with creative expression; Or: Proposes a new direction or approach to address a question or problem. 1 course from: AM (other than 497-498); MUS; THE; BUS 315, 316, 415, 454; ENG 120, 125, 140, 310

Grading Scheme:			
SLO	Competency	Assignment	Score Grade
CSLO 1	PS 2		
	PS 4		

Reading List (other reading materials as applicable): Required text and other online readings as assigned in class.

Netiquette Online information (as applicable for online and blended/hybrid courses): Netiquette is network etiquette -- that is, the etiquette of cyberspace. And "etiquette" means "the forms required by good breeding or prescribed by authority to be required in social or official life." In other words, netiquette is a set of rules for behaving and interacting properly online.

Some Simple Rules of Netiquette:

- Make your messages easier to read by making your paragraphs short and to the point.
- TYPING IN ALL CAPS IS CONSIDERED SHOUTING ON THE INTERNET. Avoid typing in all capital letters.
- Messages in all lowercase letters can be difficult to read; instead, use normal capitalization.
- Be careful when using sarcasm and humor. Without face-to-face communications, your joke may be viewed as criticism.
- Never give your user ID or password to another person.
- Respect the fact that the class list is a closed discussion; do not forward mail from your classmates to others without their permission.
- In an online discussion, debate is welcome, but be tactful in responding to others. Remember that there is a person (or a whole class) at the receiving end of your post.
- Keep your questions and comments relevant to the focus of the discussion group. Information intended for an individual or small group of individuals should be emailed to those people directly.
- If you respond to a message from someone else, briefly summarize the post.
- If you quote a previous post (by using the reply function for example), quote only enough to make your own point.
- Include your signature at the bottom of email messages when communicating with people who may not know you personally or when broadcasting to a dynamic group of subscribers.
- Resist the temptation to "flame" others on the list. Remember that these discussions are "public" and meant for constructive exchanges. Treat the others on the list as you would want them to treat you.
- Use your own educational email account; don't subscribe using a shared office account or a friend's account.
- If you want to get in touch with only one person in the class, send a message to that individual's e-mail address, not to the entire discussion list.
- When replying to a message posted to a discussion group, check the address to be certain it's going to the intended location (person or group). It can be very embarrassing if you reply incorrectly and post a personal message to the entire discussion group that was intended for an individual.
- All students will be expected to use professional online etiquette.

Critical Semester Dates:

Last Day to Add or Drop/change course schedule: Friday, August 31st

This course will appear on a student's transcript unless the course is dropped by the Drop deadline.

Labor Day holiday University Closed

Group Project 1 Due: Monday, October 8th

Last Day to Withdraw – Receive a “W”: Friday, November 9th

A grade of “W” will appear on a MCU transcript if a student withdraws by the withdraw date.

Fall break- no class October 15th

Group Project 2 Due: TBD

Last Day of Class Friday, December 7th

Finals Week December 10th -14th

Final Media Project & Presentation: ~~Wednesday, December 13th 6:30 p.m.~~

Attendance Policy:

Students are expected to attend every class. Instruction/ lectures cannot be repeated if you miss class. NOTE: Three absences (excused or unexcused) will result in the student failing class. Students are also expected to be on time. If you are over 15 minutes late it will be considered an absence. All excused absences require a written documentation in advance when possible.

Policy on Late Assignments:

No late assignments will be accepted except for documented medical emergencies. No makeup assignment will be given for any missed assignments.

Class Laptop Policy:

Students need to bring their laptops to class to use as assigned. Non-assigned uses of laptops during class time may be construed as inappropriate classroom behavior, which may negatively affect the student’s grade or result in further sanctions, including dismissal from class.

Cell Phone Policy:

Turn off your cell phone during class. If you have an emergency and are expecting an important call, please let me know in advance.