COURSE OUTLINE

Course Number   CMN 146    Course Title   SOCIAL MEDIA TECHNOLOGIES    Credits 3

Hours: lecture/Lab/Other  2/2/0    Co- or Pre-requisite NONE
Implementation sem/year FALL 2011

Catalog description (2006-2009 Catalog):

CMN 146    Multimedia Technologies
3 credits
Extensive exploration of current social media technologies, utilizing the Mac platform, for storytelling and narrative purposes. With emphasis on usability, management and distribution, topics include multimedia development and design; the media elements of text, graphics, sound and video; and trends in emerging hardware and software. Multimedia projects demonstrate technical understanding and coherent narratives. 2 lecture/2laboratory hours

Required texts/other materials:
Free Online Video Tutorials from Various Sources / An external storage device such as hard drive or USB stick (minimum 8GB)

Revision date:    Fall 2012
Course coordinator:  Michael Dalton, 609-570-3835, daltonm@mccc.edu

Information resources:

The course will primarily use tutorials and other online resources.

Other learning resources: The course will utilize the Adobe Creative Suite package, Google Docs, Google Picasa, WordPress blogs, SoundSlides, iTunes, iPhoto, Garageband and other free or included online software and services as they come to market.
Course Competencies/Goals

The student will be able to:
1. Demonstrate proficient use of the Apple/Mac Operating system and included media software.
2. Propose and maintain an interactive blog with socially relevant issues.
3. Assemble a coherent photographic essay with a strong point of view that is revealing of your point of view.
4. Produce a time-based project with a comprehensive narrative within a short sequence that clearly demonstrates a progression of ideas within the narrative.
5. Compose an audio interview for presentation in current podcasting formats that reveals a core message, a position or unique insight from the subject.
6. Critique all works produced for the course for their technical competence, clarity of message, creative interest and social relevance.
7. Identify ethical considerations concerning the authors of blogs, photojournalists, documentary filmmakers and the creators of podcasts.

Course-specific General Education Knowledge Goals and Core Skills.

General Education Knowledge Goals
Goal 1. Communication. Students will communicate effectively in both speech and writing.
Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

MCCC Core Skills
Goal A. Written and Oral Communication in English. Students will communicate effectively in speech and writing, and demonstrate proficiency in reading.
Goal B. Critical Thinking and Problem-solving. Students will use critical thinking and problem solving skills in analyzing information.
Goal C. Ethical Decision-Making. Students will recognize, analyze and assess ethical issues and situations.
Goal D. Information Literacy. Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.
Goal E. Computer Literacy. Students will use computers to access, analyze or present information, solve problems, and communicate with others.
Goal F. Collaboration and Cooperation. Students will develop the interpersonal skills required for effective performance in group situations.

Units of study in detail.

Unit I Using the Apple/Mac Platform and Included Media Software
- Creating files and folders
  - Course Competencies: 1
  - General Education: 4
  - MCCC Skills: E
- Performing keyboard operations and shortcuts
• Course Competencies: 1
• General Education: 4
• MCCC Skills: E

• Accessing the network
  • Course Competencies: 1
  • General Education: 4
  • MCCC Skills: E

• Manipulating system preferences
  • Course Competencies: 1
  • General Education: 4
  • MCCC Skills: E

• Use multimedia software embedded in the operating system
  • Course Competencies: 1
  • General Education: 4
  • MCCC Skills: E

Unit II Writing to the Blogosphere

**Learning Objectives**
*The student will be able to…*

- Work with a group to propose a topic relevant to the class and a specified target audience
  - Course Competencies: 2
  - General Education: 1, 4, 9
  - MCCC Skills: A, B, C, D, E, F
- Identify issues of privacy as it pertains to blogging and online journals
  - Course Competencies: 2, 7
  - General Education: 1, 9
  - MCCC Skills: C, D
- Create a blog by subscribing to a service, choosing its design and setting up its features
  - Course Competencies: 2
  - General Education: 1, 4
  - MCCC Skills: B, E
- Write posts and create other digital materials to upload to the blog on a regular schedule
  - Course Competencies: 2, 6
  - General Education: 1, 4, 9
  - MCCC Skills: A, B, C, E, F

Unit III The Photographic Essay

**Learning Objectives**
*The student will be able to…*

- Propose a short term documentary photo project
  - Course Competencies: 3
  - General Education: 4
  - MCCC Skills: A, B, C, D, E, F
- Discuss the role of the privacy/model releases in photojournalism and documentary photography
  - Course Competencies: 3, 7
Unit IV Video/Audio Production

**Learning Objectives**

**The student will be able to...**

- Propose a subject for production that has the potential for both compelling video and audio
  - Course Competencies: 4
  - General Education: 1, 4, 9
  - MCCC Skills: A, B, C, D, E, F

- Examine the concepts of fair use and the public domain in documentary filmmaking
  - Course Competencies: 4, 7
  - General Education: 1, 9
  - MCCC Skills: C, D

- Identify proper equipment and software necessary for proposed idea
  - Course Competencies: 3
  - General Education: 1, 4
  - MCCC Skills: B, E

- Execute the project in a clear and concise manner within a deadline with progress presentations for critique
  - Course Competencies: 4, 6
  - General Education: 1, 4, 9
  - MCCC Skills: B, C, E, F

- Analyze all projects for clarity and creativity presented on blog in appropriate format for final group critique
  - Course Competencies: 4, 6
  - General Education: 1, 4, 9
  - MCCC Skills: A, B, C, E, F

Unit V The Podcast Interview

**Learning Objectives**

**The student will be able to...**

- Research and select from potential subjects and candidate for the interview
  - Course Competencies: 5
○ General Education: 1, 4, 9
○ MCCC Skills: A, B, C, D, E, F
● Discuss the idea of journalistic neutrality in podcasting
  ◦ Course Competencies: 5, 7
  ◦ General Education: 1, 9
  ◦ MCCC Skills: C, D
● Research and compose script for the interview
  ○ Course Competencies: 5
  ○ General Education: 1, 4, 9
  ○ MCCC Skills: A, B, C, D, E
● Identify the appropriate equipment and software for the interview
  ○ Course Competencies: 5
  ○ General Education: 1, 4
  ○ MCCC Skills: B, E
● Conduct interview in a professional manner
  ○ Course Competencies: 5
  ○ General Education: 1, 4, 9
  ○ MCCC Skills: A, B, C, F
● Create podcast from recorded material and presented through blog for group critique
  ○ Course Competencies: 5, 6
  ○ General Education: 1, 4, 9
  ○ MCCC Skills: A, B, C, E, F

(Continue for as many units as appropriate. See the attached sample.)

**Evaluation of student learning:**
Students will have four project assignments; maintaining a blog, creating a photographic essay, producing a time-based narrative and performing a podcast interview. Each assignment will require a researched and written proposal, a script for execution and the appropriate format for presenting online for group critique.

Blog (25%)
Photo Essay (25%)
Time-Based Narrative (25%)
Podcast Interview (25%)

**Academic Integrity Statement:** All submitted work must be your own or properly attributed. Cheating will not be tolerated and may result in a failing grade on an assignment, for the course and/or your expulsion from the course. Refer to your student handbook for your responsibilities and information on Academic Integrity.
[http://mlink.mccc.edu/omb/0403_academic_integrity_OMB210.pdf](http://mlink.mccc.edu/omb/0403_academic_integrity_OMB210.pdf)

**Special Needs Accommodations:**
Any student in this class who has special needs because of a disability is entitled to receive accommodations. Eligible students at Mercer County Community College are assured services under the
Americans with Disabilities Act and Section 504 on the Rehabilitation Act of 1973. If you believe you are eligible for services, please contact Arlene Stinson, the Director of Academic Support Services. She can be reached at (609) 570-3525.