Course Syllabus

Department: Visual and Performing Arts

Date: 11/19/15

I. Course Prefix and Number: DIG 230

   Course Name: New Media Production

   Credit Hours and Contact Hours: 3 Credit hours and 4 Contact Hours

   Catalog Description including pre- and co-requisites:

   This course serves as a capstone experience for students in the A.S. New Media program. Students will utilize digital video, audio, interactivity, web and design skills to complete new media projects. Prerequisites: COM 215 or COM/ENG 223, DIG 120, DIG 200, DIG 210.

   The course offers students a comprehensive understanding of the entire process for developing large-scale projects.

   Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

   This course is designed to prepare students for transfer to a four-year program in communications, broadcasting, animation, design or new media and for employment in the media production field. This course gives students an introduction to, and experience performing, the basic skills required of an entry-level media employee. This course is required for A.S. New Media students.

II. Course Student Learning Outcomes:

   At the completion of the course, the student will be able to:

   • Develop a pitch book
   • Apply knowledge to present their pitch concepts to panel and fellow students
   • Apply knowledge of building comprehensive timelines
   • Apply knowledge of building budget worksheet
   • Work in groups on a large scale project
   • Demonstrate us of web technology to track weekly progress
   • Demonstrate knowledge of the design and development process within the medium chosen for the major project
   • Demonstrate building of personal digital portfolio with mock interviews

   College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

   ☒ writing  ☒ computer literacy
   ☒ oral communications  ☒ ethics/values
III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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</thead>
<tbody>
<tr>
<td>Reading / Writing / Critical Thinking / Information resources</td>
<td>Homework assignments requiring written work, and preparation for presentation of concepts.</td>
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<tr>
<td>Critical Thinking / Computer literacy</td>
<td>Milestone assignments completed using adobe creative suite.</td>
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<tr>
<td>Citizenship / Ethics/Values</td>
<td>Demonstrates working knowledge of media technology within a group project utilizing social media.</td>
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<tr>
<td>Reading / Critical Thinking / Information resources / Computer literacy / Oral Communications</td>
<td>Pitch book creation and presentation to external panel and peers.</td>
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<tr>
<td>Mathematics /oral communication</td>
<td>Building of budget worksheets and schedule in team setting.</td>
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<tr>
<td>Reading / Critical Thinking / Information resources / Computer literacy / Oral Communications</td>
<td>Demonstrate understanding of digital media through mock interviews and personal portfolios.</td>
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IV. Instructional Materials and Methods

Types of Course Materials:
Textbooks, Audio-Video Equipment, Facebook and Google login, Flash drive

Methods of Instruction (e.g. Lecture, Lab, Seminar …):
Lectures, Demonstrations, Discussions, Critique sessions, Hands-on work on social media sites, DVD-Rom exercises

V. General Outline of Topics Covered:
Demonstrating and understanding how to use web technology to track progress
Demonstrating and understanding of web technology to share information
Demonstrating and understanding of what is required in a pitch book
Demonstrating and understanding of presentation software
Demonstrating and understanding of how to present your work
Demonstrating and understanding of working in a team on a large-scale project