

EMAC 6315: SPECIAL TOPICS IN ELECTRONIC MEDIA

Spring 2005

Instructor: Ed Youngblood, Ph.D.

Email: ed.youngblood@ttu.edu

Class Meets:

Mon. 3:00-5:50 P.M. in Studio B (MC02)

Office: MC-218.

Office Hours: Wednesday 2:00-5:00, Friday 10:00-12:00, or by appointment.

COURSE OBJECTIVES:

- To provide students with a working knowledge of the issues in multimedia production.
- To provide students with a working knowledge of theories related to multimedia production.
- To provide students with a working knowledge of the skills needed for multimedia production.
- To provide students with a basic understanding of multimedia pedagogy.

TEXTS: MacGregor, Chris. *The Flash Usability Guide*. Birmingham, UK: Friends of ED, 2002.

Online Readings

ASSIGNMENTS:

Assignment grades will be cut one letter grade for each day the assignment is late. Some assignments may have multiple-parts. The assignment is not complete until all components are turned in. Points will be deducted for not following all instructions and/or if assignment is not complete. The Instructor reserves the right to modify assignments as needed. Consult with the Instructor at any time regarding any of the assignments. Readings for class will be discussed on the day listed on the syllabus. Each assignment should contain your work. Violators of the policy will be required to leave the course with an "F".

Reading Responses are due on eLearning by 5:00 p.m. the night before class. Your responses should be between 250 and 300 words and written in paragraph form. I expect the responses to be well thought-out and edited.

Paper/Presentation Assignment: Each week, the class will focus on a special topic (like usability testing). Each student is responsible for choosing a special topic; identifying and reading at least two additional journal articles or a book on that topic; preparing a five to seven page, double-spaced (2000-2500 word) research-based discussion of the topic; and conducting a 10-15 minute presentation that synthesizes and explores the special topic and its relationship to multimedia. In addition, each student will lead the discussion that follows his or her presentation. The paper is due the class you present.

Please schedule a meeting with me to discuss your presentation/paper and the sources you will be using. I have included a list of suggested journals in the syllabus, but you are welcome to use other journals as well. In some instances it may be appropriate to substitute a book chapter for one of the articles.

Pedagogy Assignment: Each student will teach a short workshop on a multimedia related software package to the class in the computer section of Room 02. The workshop should include paper instructions complete with screen shots. The workshop should address basic skills. Software options include Photoshop, Dreamweaver, Flash, Fireworks, Avid and Powerpoint. This is chance for you to learn new software skills. The workshop should be designed to last about 15 minutes.

Research Paper: Each student will write a 15-page (not including bibliography and title page) research paper over some aspect of multimedia. The paper can be based on a range of methodologies including, but not limited to, historical, content analysis, experimental, and survey research. Topics can include, but are not limited to, the Web, virtual reality, and multimedia. The paper should have one-inch margins, and be written in Times New Roman 12-point. You can use the MLA, APA, or Chicago style manual, though Mass Communications majors are encouraged to use APA. You will present a 10-minute discussion of your paper to the class on April 25. The final draft is due May 2.

Production Assignment: Each student will complete a production project during the semester. The assignment can be a Web page, multimedia project, or virtual reality project. I encourage you to meet with me to discuss your project. You will present your project to the class on May 2.

NO FOOD OR DRINKS ARE PERMITTED IN THE COMPUTER PORTION OF THE LAB. Violations will result in the student being dismissed from class or lab for the day and cause the student to be considered absent for the day. A third violation will result in the student failing the course. If any of the lab equipment malfunctions, get assistance from the computer lab supervisor Mark Mamawal, the lab assistant on duty, or the instructor. **DO NOT ATTEMPT TO REPAIR THE EQUIPMENT YOURSELF. UNDER NO CIRCUMSTANCES ARE YOU TO INSTALL SOFTWARE ON THE COMPUTERS IN THE LABS.** Discussion sections will meet in the studio area of Room 02 and drinks are allowed in that area.

ACADEMIC INTEGRITY: It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work that they have not honestly performed, whether through cheating or plagiarism, is regarded by the faculty and administration as a serious offense and renders the offenders liable to serious consequences, possibly suspension. See the section on "Academic Conduct" in the *Code of Student Conduct* for details of this policy.

COMMUNICATION: Course announcements will frequently be made by email using your eraider email alias (firstname.lastname@ttu.edu) make sure that your eraider alias goes to the email address you usually use. You can manage your eraider account at <http://eraider.ttu.edu>. Grades and some course material will be distributed using the Texas Tech eLearning module found in the university's web portal, <http://raiderlink.ttu.edu>. Because of the problems posed by spam, please put "**EM&C 6315**" in the subject line of any email you send me.

ATTENDANCE: I will pass around a sign in sheet each evening. Excessive absences will result in a lowering of your class participation grade.

CIVILITY IN THE CLASSROOM: Students are expected to assist in maintaining a classroom environment that is conducive to learning. In order to assure that all students have the opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from engaging in any other form of distraction. Inappropriate behavior in the classroom may result in the student being required to leave the classroom. Students asked to leave the classroom will not receive credit for being in class that day, i.e. it will counted as an unexcused absence.

SPECIAL ARRANGEMENTS: The University is committed to the principle that in no aspect of its programs shall there be differences in the treatment of persons because of race, creed, national origin, age, sex, or disability, and that equal opportunity and access to facilities shall be available to all. If you require special accommodations in order to participate, please contact the instructor at 742-6500 ext. 229 or in his office, MCOM 218. Students should present appropriate verification from Disabled Student Services, Dean of Students Office. No requirement exists that accommodations be made prior to completion of this approved University process.

Students are expected to assist in maintaining a classroom environment that is conducive to learning. Students are prohibited from engaging in any form of distraction or inappropriate behavior in the classroom or lab. Before each class, please turn off or silence all cell phones, beepers, alarms, or any other electronic noise-making device. Room 02 is one of the few places in the basement that cell phones work.

GRADING:

Participation – 10%
Reading Responses – 10%
Paper/Presentation Assignment – 15%
Pedagogy Assignment – 15%
Research Paper – 40%
Production Assignment – 10 %

SUGGESTED JOURNALS

Journal of Broadcasting and Electronic Media
Digital Creativity
Journal of Research on Technology in Education
Human-Computer Interaction
International Journal of Instructional Media
Mass Comm Review
Mass Communication and Society
Interactive Learning Environments

Information Society
International Review of Law, Computers & Technology
Technical Communication Quarterly
Total Quality Management
Feedback
PSA Journal (Photographic Society of America)
Information Communication & Society
Information & Communications Technology Law
Journalism & Mass Communication Educator
Journalism & Mass Communication Quarterly

COURSE SCHEDULE V.2 (Subject to change, Readings are to be completed for class on the date listed)

<i>Date</i>	<i>Production/Discussion Topics</i>	<i>Readings (due date listed) and university notes.</i>
Week 1		
Jan. 10	No Class, classes start on Jan. 12	
Week 2		
Jan. 17	No Class MLK Day	
Week 3		
Jan. 24	Introduction to class	Jan 28: Last day to drop a course and receive refund Last day for graduate degree candidates to file intent to graduate with the Graduate School.
Week 4		
Jan. 31	Defining Multimedia, Flash, and Usability	McGregor, Ch. 1 and 2 Tannebaum, Ch. 1 Allison Head, <i>Emption</i>
Week 5		
Feb. 7	Multimedia Pedagogy Adoption of New Technology How we use media	McGregor, Ch. 3 and 4 Pedagogy Reading Diffusion of Innovation Reading
Week 6		
Feb. 14	Design Issues Evaluating Multimedia Experimental Research Survey Research and Focus Groups	McGregor, Ch. 5 Williams, Ch. 6 and 8 Research Reading
Week 7		
Feb. 21	Structuring a Project Iterative Design Presentations (2) Teaching (2)	McGregor, Ch. 6 Reading on Iterative Design
Week 8		
Feb. 28	Interactivity Virtual Reality Presentations (1) Teaching (2)	McGregor, Ch. 7 VR Reading
Week 9		
Week 10		
Mar. 14	No Class Spring Break	
Week 11		
Mar. 21	Age, International Presentations (2)	McGregor, Ch. 8 and 9 Peak, Customizing the World on the Web

Week 12Mar. 28 **No Class****Week 13**

April 4	Usability Testing Presentations (2)	McGregor, Ch. 10, 11, and 12 Single Source Reading Vanderheiden, <i>Nomadcity</i> Section 508 Usability Reading
---------	----------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------

Week 14

April 11	Copyright and Open Source Presentations (1) Teaching (2)	Rice, Copyright As Talisman Raskin, Giving it Away Open Source
----------	----------------------------------------------------------------	-------------------------------------------------------------------------------------------

Week 15

April 18	Visual Ethics Communicating Online Presentations (1) Teaching (2)	Visual Ethics Wilson, The Anthropology of Online Communities
----------	----------------------------------------------------------------------------	-------------------------------------------------------------------------------

Week 16

April 25 Paper Discussions

Week 17

May 2 Project Presentations