Section No.: 22275  Credit Hours: 3
Location: IT 256, Informatics & Communications Technology Complex, 535 West Michigan Street, Indianapolis, IN 46202 [map]

Class Meeting Time: Monday 6:00pm – 8:40pm
First Class: August 24, 2015
Website: https://oncourse.iu.edu/portal/site/FA15-IN-NEWM-N500-23275
Instructor: Prof. Joseph Defazio, Ph.D.
Office Address: IT 465, IT Building 535 W. Michigan St. Indianapolis, IN 46202
Office Phone: 317-278-4148
Office Hours: Monday 3:00pm – 5:00pm
Tuesday 3:00pm – 5:00pm
or by appointment
Email Address: use OnCourse Email

Course Description:
This course examines issues related to digital media communication in the context of e-commerce and the information industry especially its impact on the cultural, economic, social, and ethical dimensions of local markets and global communities. Within the area of multimedia technology, this course provides a rigorous in depth look into theories surrounding media arts and science, problem solving and identifiable issues in multimedia applications during design and development. Topics also include: usability, intellectual property and a diversity of users for new media products.

Extended Course Description:
We will adopt a reflective practice and creative process for this course. It will include topics of conversation related to computer literacy and interaction with hard and soft technologies that focus on theory into practice in the area of interactive and integrated media design.

Course Objectives:
• Demonstrate effective academic writing skills
• Engage in discussion on integral hard/soft technologies in MAS
• Analyze and present evaluative feedback on current multimedia technology issues
• Engage in discussion on controversial and important social issues in digital media communication and technology
Core Competencies:
The core competencies of this course include the following:

1. Research - analyze and present findings in various hard/soft multimedia technologies
2. Digital media Design and Development – demonstrate effective project management and digital design and development skills
3. Effective team-based communication and collaboration

Principles of Graduate and Professional Learning (PGPL)
Learning outcomes are assessed in the following areas:
- Knowledge and skills mastery (K&S)
- Critical thinking and good judgment (CT)
- Effective communication (EC)
- Ethical behavior (EB)

Learning Outcomes:
Students should be able to discuss terms and summations about the principles of multimedia technology as well demonstrate achievement in the following broad range of new media topics. As a result of students participating in N500 – Principles of Multimedia Technology each graduate student will be expected to:

- Demonstrate effective multimedia development techniques using text, graphics, sound, video and digital storytelling techniques in your productions in this course.
  - Effective techniques in multimedia applications will be evaluated in the design, development, and implementation of digital media applications and a final project in this course.

- Use team building and high-performance management behaviors to lead and/or participate on a team task that results in effective team performance.
  - Achievement of this learning outcome will be assessed in the team project for this course and will be evaluated by both the instructor and students. Students will rate each student’s performance using a rubric provided by the instructor.

- Demonstrate ability to apply high-order thinking skills and the ability to distinguish between fact and opinion.
  - Achievement of this learning outcome will be assessed based in students’ responses in short online quizzes using assigned readings.

- Demonstrate the appropriate use of the APA style of writing and citation.
  - Achievement of this learning outcome will be assessed in writing assignments in this course.

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Required Reading:
How Designers Think: The Design Process Demystified
Author: Bryan Lawson
4th Edition
Publisher: Elsevier, 2005
(note: This entire book is available at no cost in the Resource Section of Oncourse)

Recommended Textbooks:
Managing Multimedia
Authors: Elaine England and Andy Finney
Publisher: Addison-Wesley Pub 2002
ISBN: 0-201-72898-2

The Reflective Practitioner
Author: Donald A. Shon
• Paperback: 384 pages
• Publisher: Basic Books; 1 edition (September 23, 1984)
• Language: English
• ISBN-10: 0465068782
Available on Amazon.com at:
http://www.amazon.com/The-Reflective-Practitioner-Professionals-Action/dp/0465068782

The logic of failure : recognizing and avoiding error in complex situations
[translated by Rita and Robert Kimber]
Author: Dörner, Dietrich.
Publisher: Addison-Wesley Pub., 1997
• Paperback: 240 pages
• Language: English
• ISBN-10: 0201479486
Available on Amazon.com at:
http://www.amazon.com/gp/search?index=books&linkCode=qs&keywords=0201479486

Software Education Sources:
Books 24x7 - http://www.ulib.iupui.edu/node/9054
Class Structure – Weekly Topics

- Course Overview – Class Management, SOIC Resources
- Graduate Education and Expectations
- Theories and Concepts in Media Technology
  - Communication, Design, Production, Education
- Creativity – Behavior and Motivation
- Project Staging and Team Collaboration
  - Project Management
- Research Methods
- Writing in Academe’
- Technology (Hard/Soft) issues
- Digital Media Production Assessment and Evaluation
- State of Media Arts and Science (New Media), Theory-into-practice, Venues for MAS, Journals, Conferences, Symposiums

Course Deliverables – Expectations/Guidelines/Policies:

- This class meets (1) time per week. You are expected to attend every class. Attendance is required. Failure to attend class could result in a reduction or failing grade. At each class session, an attendance roster will be passed around the class. Your initials are confirmation that you will receive credit for that day’s attendance. (10 points if you attend, 0 points if you miss). At the end of the semester, your attendance score will be calculated and scored into your final grade for this course.
- Readings: There will be several reading assignments required as part of this class. Students will be expected to engage in class discussion on issues related to each article. Articles will be posted in the Resource Section of Oncourse
- Quizzes: Quiz material will be based on reading assignments mention above.

DETAILED DESCRIPTION OF GRADE COMPONENTS AND EXPECTATIONS

1. Class Participation (individual). The participation grade is based on the evaluation of the performance of the following activities:

   Weekly readings (book chapters, papers, reports, online resources) are indicated in the weekly schedule (last section) of this syllabus and are made available either as web links from the Weekly Schedule or as resources in OnCourse/Resources.

   (a) Each week, each student is expected to come prepared to discuss the entire reading assignment(s) to support the discussion points raised and to engage in purposeful discussion.

   (b) Students should demonstrated weekly reading preparation, proactive

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participation in class discussion, quality of questions posed during project presentations.

2. **Weekly contribution to group project (individual).** This grade is based on the evaluation of the following tasks:
   (a) Each week, students are expected to explain and show to the instructor the weekly, individual contribution to the team project during the project meetings. Lack of evidence of substantial, individual contribution to the weekly team work will result in a lower grade.
   
   (b) Ways to show and demonstrate individual contribution are the following:
   - Each week, students take turns in leading the discussion with the instructor to showcase the evidence of the weekly progress (documents produced, data collected etc.)
   - Each student does contribute to the demonstration of evidence of weekly contribution.
   (c) Individual contribution must fit well in a coordinated effort among team members to weekly share responsibility for the project task assigned.

3. **Midterm Team Presentation.** This grade is based on the evaluation of the performance of the following activity:
   (a) Individual contribution and participation to the team presentation of the midterm project. Evaluation criteria: organization/structure of the presentation, timing, richness/saliency, clarity, cohesiveness, delivery.
   (b) Quality of the team presentation as a whole. Evaluation criteria: organization/structure of the presentation, timing, richness/saliency, clarity, cohesiveness, delivery.

4. **Final Team Presentation.** This grade is based on the evaluation of the performance of the following activity:
   a) Individual contribution and participation to the team presentation of the final project. Evaluation criteria: organization/structure of the presentation timing, richness/saliency, clarity, cohesiveness, delivery.
   b) Quality of the team presentation as a whole. Evaluation criteria: organization/structure of the presentation, timing, richness/saliency, clarity, cohesiveness, delivery.

5. **Midterm Project Report.** See *Project Description Document* in Oncourse for details on project tasks week by week and evaluation criteria.

6. **Final Project Report.** See Project Description Document in Oncourse for details on project tasks week by week and evaluation criteria

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**Grading scale** [points]

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A = 775 - 830 \quad B = 670 - 774
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<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>140</td>
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<tr>
<td>Class Participation</td>
<td>70</td>
</tr>
<tr>
<td>Weekly contribution to group project (individual)</td>
<td>70</td>
</tr>
<tr>
<td>Midterm Team Presentation</td>
<td>50</td>
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<tr>
<td>Midterm Project Presentation (individual contribution)</td>
<td>40</td>
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<tr>
<td>Midterm Project Presentation (group)</td>
<td>10</td>
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<tr>
<td>Team Midterm Project Report</td>
<td>100</td>
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<tr>
<td>Final Team Presentation</td>
<td>100</td>
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<tr>
<td>Final Project Presentation (individual contribution)</td>
<td>75</td>
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<tr>
<td>Final Project Presentation (group)</td>
<td>25</td>
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<tr>
<td>Team Final Project Report</td>
<td>100</td>
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<tr>
<td>Quizzes (4 @ 25 points each)</td>
<td>100</td>
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<tr>
<td>Assignment: APA Bibliography</td>
<td>100</td>
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**Total Possible Points: 830**

**Weekly Schedule:**
The Weekly Schedule is available through Oncourse.

**Equipment Recommendations:**

A computer is the core productivity tool for technology-based learning. The portability of a laptop computer is required for this course. Each student should begin making plans for this addition to one's learning resources. Either a Windows or Mac platform is acceptable. Further information can be obtained through our technology services office and Kim Melluck at kmelluck@iupui.edu. IUPUI has information through UITS on computer purchasing to help meet this need.

**Class Attendance (Monday Evening - Lecture Only):**

Class attendance is crucial to your success in this course. If you have a documented family or medical emergency, you must notify your Professor and Teaching Assistant as soon as possible, so that you can receive an excused absence. Please note: you must turn in documentation in order to receive an excused absence. You will be allowed one unexcused absence this semester. After you first absence, each additional unexcused absence will negatively affect your FINAL GRADE. Multiple unexcused absences will result in your failure of the class. Your signature is confirmation that you will receive credit for that lecture’s attendance.

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Policy on Academic Dishonesty/Integrity/Plagiarism:

"Using another student's or author's work on a project or assignment, cheating on a test or any other form of dishonesty will result in a grade of zero and possibly an "F" in this course and will be referred to the Dean of Students. All students should aspire to high standards of academic integrity. This class encourages cooperation and exchange of ideas."

All students are responsible for reading the Code of Student Rights, Responsibilities and Conduct of IUPUI. Included are policies regarding children in classes.

http://life.iupui.edu/help/code.asp

Special Needs:

If you have a learning disability, or other special needs, please talk to me about it during the first week of the semester, either in person, by email or by phone. I want to work with you to help you succeed in this course. You will need official documentation from IUPUI. A good place to start is by contacting Adaptive Educational Services (AES). If you are not already an AES client, or if you want to find out if you qualify to be an AES Client, go to this web address: http://www.iupui.edu/~divrsity/aes/about/new-clients.html

Values and Ethics:

Profanity/swearing, or derogatory comments about or towards any member or instructor in this class will not be tolerated. This is also true during online communication in Oncourse or any type of electronic communication (voice, video, or text) between all members of this class. These rules are also enforced with your communication with other classmates as part of the social network in solo work, team work, group discussion (forums) and blogging. The ethical standards must be adhered to in all class assignments including web interactions and communications. Core values of collegiality, and respect for others and their ideas is core to the values of IUPUI and the academic community.

From the Code of Student Rights, Responsibilities and Conduct:

“A student must not violate course rules as contained in a course syllabus, which are rationally related to the content of the course or to the enhancement of the learning process in the course.” [Code of Student Rights, Responsibilities, and Conduct, page 29]

Administrative Withdrawal: A basic requirement of this course is that you will participate in class and conscientiously complete writing and reading assignments. Keep in touch with me if you are unable to attend class or complete an assignment on time. If you miss more than half our class meetings within the first four weeks of the semester without contacting me, you will be administratively withdrawn from this section. Our class meets once per week; thus if you miss more than two classes in the first four weeks, you may be withdrawn. Administrative withdrawal may have academic, financial, and financial aid implications. Administrative withdrawal will take place after the full refund period, and if you are administratively...

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withdrawn from the course you will not be eligible for a tuition refund. If you have questions about the administrative withdrawal policy at any point during the semester, please contact me.

**IUPUI Mission Statement**

The Mission of IUPUI is to provide for its constituents excellence in Teaching and Learning, Research, Scholarship, and Creative Activity, Civic Engagement. With each of these core activities characterized by Collaboration within and across disciplines and with the community, A commitment to ensuring diversity, and Pursuit of best practices. IUPUI’s mission is derived from and aligned with the principal components – Communities of Learning, Responsibilities of Excellence, Accountability and Best Practices – of Indiana University’s Strategic Directions Charter.

**Statement of Values**

IUPUI values the commitment of students to learning; of faculty to the highest standards of teaching, scholarship, and service; and of staff to the highest standards of service. IUPUI recognizes students as partners in learning. IUPUI values the opportunities afforded by its location in Indiana’s capital city and is committed to serving the needs of its community. Thus, IUPUI students, faculty, and staff are involved in the community; both to provide educational programs and patient care and to apply learning to community needs through service. As a leader in fostering collaborative relationships, IUPUI values collegiality, cooperation, creativity, innovation, and entrepreneurship as well as honesty, integrity, and support for open inquiry and dissemination of findings. IUPUI is committed to the personal and professional development of its students, faculty, and staff and to continuous improvement of its programs and services.

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