NEWM-N 596
Professional Practicum in Media Arts and Science

Media Arts and Science Program
Fall, Spring, and Summer

Section No.:  
Credit Hours: 6–12 (variable)  Time: Arranged
Instructors: Joseph Defazio, Ph.D., Steve Mannheimer, MFA
Office Hours: By appointment only
Office: On-campus or online meetings, scheduled by faculty and student
Prerequisites: None

Course Description:
This course offers a supervised experience in a professional work environment. Under the supervision of faculty and a workplace mentor, the student fulfills assigned responsibilities, including research and concept development, to define organizational goals and projects, create and evaluate technical products, and participate in related activities.

Extended Course Description:
The general content of the Practicum course is the student’s experience in a professional workplace, whether face-to-face, online, or hybrid. Students are expected to research, identify, and correspond with potential worksites where they may complete the Practicum experience, subject to review and approval by MAS faculty. In the case where a student is already employed, in an appropriate workplace, the Practicum may be completed in the student’s current place of employment and include work that is normally part of their professional responsibilities. The course content comprises 1) the student’s acquiring the conceptual and technical knowledge needed to perform their professional roles and fulfill workplace expectations; and 2) the self-reflective and mentored understanding of their professional strengths and limitations (and opportunities for growth), and the best balance of personal and professional responsibilities.

In the Practicum experience, students will learn how professional, client-serving projects are “defined, designed and delivered.” This is to say, students will learn how project goals are defined, how strategies to fulfill these goals are designed, and how the finished product (e.g., a media production, a sequenced marketplace interaction) is created and delivered to the client. Although most students will have experienced some form of this basic working process in projects for earlier classes, the Practicum course challenges students to perform at a level of professional intensity that is difficult to simulate in the classroom.
The specific subject matter of the Practicum experience varies depending on the student’s choice of workplace and the specific projects assigned. Depending on the nature of these projects, an assignment may leverage a student’s existing competence in specific technical skills or challenge the student to develop new skills, often in a compressed time frame. For example, a Practicum student who, as an undergraduate, specialized in the technical skill of video production may find an opportunity to exercise these skills in creating a TV commercial -- but may also be expected to research the target market for the advertised product or service, and also to participate in designing other elements of the total marketing campaign around the commercial.

Students will submit written weekly reports of their Practicum experience to MAS faculty. These reports are intended to be brief descriptions of the work performed that past week together with analyses of any technical or conceptual questions the student may have encountered. Because professional work may often be confidential or proprietary, these weekly reports may be cursory or circumspect. Students are expected to meet with MAS faculty for not less than two hours per month, either face-to-face or online, allowing faculty to review the student’s progress in the Practicum experience, discuss any challenges they may encounter, and to provide academic perspective. Faculty will also maintain regular contact with the student’s workplace supervisor to ensure that all relevant ideas and issues are appropriately communicated.

At the conclusion of the Practicum, students will present, to the faculty and workplace mentor, any work products created during the Practicum experience. This presentation will include a written, in-depth Practicum thesis that contains analysis and evaluation of the project(s) in which the student participated. This thesis will include scholarly investigation of the concepts and market dynamics that guided these projects. Because such projects often will be the result of teamwork, students will document their role and contribution to the total work.

The Practicum may be taken for 6-12 credits and may be spent at more than one workplace, depending on the opportunities students identify and/or develop. However, students will be expected to engage in only one Practicum workplace experience per semester for a minimum of 6 credits, and are required to devote at least 225 hours per semester to the experience (15 hrs./wk. for 15 weeks). With approval of the faculty and workplace supervisor, a student may continue a Practicum experience beyond the initial 15-week/6-credit experience, whether for an additional 3 credits (9 total) or for a second 6-credit experience. Alternatively, after the initial Practicum semester, a student may identify another workplace for a second 6-credit Practicum. At the end of each Practicum, students will present and/or document an amount of work appropriate to the credit received, including workplace products and/or in written analyses in the Practicum thesis. Faculty will consult with workplace mentors in awarding grades and credit.
Learning Outcomes

Upon completion of this course, the student will

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<tr>
<th>RBT*</th>
<th>PGPL</th>
<th>Assessment</th>
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<td>4</td>
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<td>5</td>
<td>1, 3</td>
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<td>1, 2, 4</td>
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<td>4, 5</td>
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1. **Analyze** the process of direct engagement with organizational and industry practices and the application of media technologies to fulfill organizational and business goals.

2. **Demonstrate** effective research and investigative skills for self-guided learning.

3. **Create** using self-directed and mentored design thinking combined with an in-depth understanding of business practices in media and information technologies.

4. **Interpret**, define, and explain outcomes of development ideation and production efforts based on students’ chosen career path in one or more professional, industrial, social, or cultural domains.

5. **Write** weekly written progress reports made under the guidance of professional mentors.

6. **Defend** in a formal presentation successes and issues that occurred during the practicum experience.

*RBT: Revised Bloom’s Taxonomy

Recommended Textbooks:

Due to the nature of the course, textbooks are not required. Students are required to broadly survey available knowledge resources, and select sources most appropriate and valuable for their chosen direction of exploration. As stated above, students will be expected to seek out mainstream and scholarly publications, including Web-based resources, to expand their knowledge of their chosen fields of exploration, as well as seeking guidance from practicing professionals. Identifying the most useful knowledge resources for their Practicum is part of the total learning experience.

Principles of Graduate and Professional Learning (PGPL)

1. Knowledge and skills mastery (K&S)
2. Critical thinking and good judgment (CT)
3. Effective communication (EC)
4. Ethical behavior (EB)

Grading Information

<table>
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<tr>
<th>Grading Information</th>
<th>Points</th>
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<tbody>
<tr>
<td>1. Industry Analysis Paper</td>
<td>100</td>
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<tr>
<td>SWOT Analysis: Strengths, Weaknesses, Opportunities, Threats</td>
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<td>2. Bi-Monthly Journal Reports (Cumulative)</td>
<td>30</td>
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<td>3. Bi-Monthly Meetings (with academic mentor)</td>
<td>20</td>
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<tr>
<td>4. Industry Mentor Assessment</td>
<td>25</td>
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<td>5. Practicum Reflection Paper</td>
<td>25</td>
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<td>6. Final Defense: Demo and Presentation</td>
<td>100</td>
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Total 300
Evaluation and Grading:

Grading Scale:

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<tr>
<th>Letter grade</th>
<th>Points</th>
<th>Description</th>
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<tbody>
<tr>
<td>A</td>
<td>280 – 300</td>
<td>Excellent Achievement</td>
</tr>
<tr>
<td>B</td>
<td>260 – 280</td>
<td>Good performance and quality of work</td>
</tr>
<tr>
<td>F</td>
<td>0 – 259</td>
<td>Unacceptable work (Course must be repeated for credit)</td>
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Note: No credit toward major, minor, or certificate requirements are granted for a grade below B–

**Grading Rubrics are available in separate files.**

Attendance:

The structure of the Practicum is based on experience and performance in industry. Assessment is based on deliverables including meetings with the academic mentor and industry mentor. Thus, attendance is not taken in an academic setting. The student is expected to attend and meet industry job requirements as if an employee of the organization. Meetings with the academic mentor and industry mentor are established during the first week of the semester.

Only the following are acceptable excuses for absences: death in the immediate family (e.g. mother, father, spouse, child, or sibling), hospitalization or serious illness; jury duty; court ordered summons; religious holiday; university/school coordinated athletic or scholastic activities; an unanticipated event that would cause attendance to result in substantial hardship to one’s self or immediate family. Absences must be explained with the submission of appropriate documentation to the satisfaction of the instructor, who will decide whether missed work may be made up. Absences that do not satisfy the above criteria are considered unexcused. To protect your privacy, doctor’s excuses should exclude the nature of the condition and focus instead on how the condition impacts your attendance and academic performance.

Incomplete:

A grade of Incomplete is not permitted in the Practicum. In the event the student must suspend the Practicum for a substantiated and documented reason, the MAS Graduate Faculty will review each request on a case-by-case basis and determine the result.

Deliverables:

Students are responsible for completing each deliverable (e.g., assignment, reports, meetings, presentations) by the deadlines specified in each area. Deadlines are outlined in the syllabus or in supplementary documents accessible through Canvas. Should you miss a deadline, you are still responsible for completing the deliverable and informing your mentors about the situation.

All students should aspire to the highest standards of academic integrity. Using another’s work on and not quoting or citing references correctly, or any other form of dishonesty or plagiarism shall result in a grade of zero on the item and possibly an F in the course. Incidences of academic misconduct shall be referred to the Department Chair and repeated violations shall result in dismissal from the program.

All students are responsible for reading, understanding, and applying the Code of Student Rights,
Responsibilities and Conduct and in particular the section on academic misconduct. Refer to The Code > Responsibilities > Academic Misconduct at http://www.indiana.edu/~code/. All students must also successfully complete the Indiana University Department of Education “How to Recognize Plagiarism” Tutorial and Test. https://www.indiana.edu/~istd. You must document the difference between your writing and that of others. Use quotation marks in addition to a citation, page number, and reference whenever writing someone else’s words (e.g., following the Publication Manual of the American Psychological Association). To detect plagiarism instructors apply a range of methods, including Turnitin.com. http://www.ulib.iupui.edu/libinfo/turnitin

The course will require the following deliverables:

**Bi-Monthly meetings:** Meetings will be scheduled two times per month. Students are expected to attend each meeting and give an update on progress. Dates for the meeting will be established during the 2nd week of class.

**Bi-Monthly Journal Reports:** Students are expected to keep a weekly journal of events, responsibilities and outcomes. The reports should be delivered via Canvas for grading.

**Reports (Papers):** Two papers are required in the Practicum. The Industry Analysis Paper and the Self-Reflection Paper. Each assignment will be accompanied with detailed instructions and a rubric for grading assessment. Reports (Papers) must be delivered to Canvas for grading.

**Industry Assessment:** An industry mentor is responsible for assessing the students’ performance at the end of the semester. The score recorded in the assessment will be included in the final grade.

**Final Defense and Presentation:** The students industry experience will be presented in a formal final defense and professional presentation of the work completed during the term of this Practicum. Students will demo and present their final project during the presentation. A formal paper is required that describes design processes, issues, and achievements. Detailed instructions and the assessment rubric will be provided.

**Weekly Schedule:**

Due to the non-standard structure of the Practicum, a weekly schedule will be determined both academic and industry mentors during the week before the start of the semester.

**Code of Conduct**

**Academic Misconduct:**

1. **Cheating:** Cheating is considered to be an attempt to use or provide unauthorized assistance, materials, information, or study aids in any form and in any academic exercise or environment.  
   a. A student must not use external assistance on any “in-class” or “take-home” examination, unless the instructor specifically has authorized external assistance. This prohibition includes, but is not limited to, the use of tutors, books, notes, calculators, computers, and wireless communication devices.  
   b. A student must not use another person as a substitute in the taking of an examination or quiz, nor allow other persons to conduct research or to prepare work, without advanced authorization from the instructor to whom the work is being submitted.  
   c. A student must not use materials from a commercial term paper company, files of papers prepared by other persons, or submit documents found on the Internet.
d. A student must not collaborate with other persons on a particular project and submit a copy of a written report that is represented explicitly or implicitly as the student’s individual work.

e. A student must not use any unauthorized assistance in a laboratory, at a computer terminal, or on fieldwork.

f. A student must not steal examinations or other course materials, including but not limited to, physical copies and photographic or electronic images.

g. A student must not submit substantial portions of the same academic work for credit or honors more than once without permission of the instructor or program to whom the work is being submitted.

h. A student must not, without authorization, alter a grade or score in any way, nor alter answers on a returned exam or assignment for credit.

2. **Fabrication**: A student must not falsify or invent any information or data in an academic exercise including, but not limited to, records or reports, laboratory results, and citation to the sources of information.

3. **Plagiarism**: Plagiarism is defined as presenting someone else’s work, including the work of other students, as one’s own. Any ideas or materials taken from another source for either written or oral use must be fully acknowledged, unless the information is common knowledge. What is considered “common knowledge” may differ from course to course.

   a. A student must not adopt or reproduce ideas, opinions, theories, formulas, graphics, or pictures of another person without acknowledgment.

   b. A student must give credit to the originality of others and acknowledge indebtedness whenever:

      1. directly quoting another person’s actual words, whether oral or written;
      2. using another person’s ideas, opinions, or theories;
      3. paraphrasing the words, ideas, opinions, or theories of others, whether oral or written;
      4. borrowing facts, statistics, or illustrative material; or
      5. offering materials assembled or collected by others in the form of projects or collections without acknowledgment

4. **Interference**: A student must not steal, change, destroy, or impede another student’s work, nor should the student unjustly attempt, through a bribe, a promise of favors or threats, to affect any student’s grade or the evaluation of academic performance. Impeding another student’s work includes, but is not limited to, the theft, defacement, or mutilation of resources so as to deprive others of the information they contain.

5. **Violation of Course Rules**: A student must not violate course rules established by a department, the course syllabus, verbal or written instructions, or the course materials that are rationally related to the content of the course or to the enhancement of the learning process in the course.

6. **Facilitating Academic Dishonesty**: A student must not intentionally or knowingly help or attempt to help another student to commit an act of academic misconduct, nor allow another student to use his or her work or resources to commit an act of misconduct.

**OTHER POLICIES**

1. **Administrative withdrawal**: A basic requirement of this course is that students participate in all class discussions and conscientiously complete all required course activities and/or assignments. If a student is unable to attend, participate in, or complete an assignment on time, it is the student’s responsibility to inform the instructor. If a student misses more than half of the required activities within the first 25% of the course without contacting the instructor, the student
may be administratively withdrawn from this course. Administrative withdrawal may have academic, financial, and financial aid implications. Administrative withdrawal will take place after the full refund period, and a student who has been administratively withdrawn from a course is ineligible for a tuition refund. Contact the instructor with questions concerning administrative withdrawal.

2. **Civility:** To maintain an effective and inclusive learning environment, it is important to be an attentive and respectful participant in lectures, discussions, group work, and other classroom exercises. Thus, unnecessary disruptions should be avoided, such as ringing cell phones, engagement in private conversations, and other unrelated activities. Cell phones, media players, or any noisy devices should be turned off during a class. Texting, surfing the Internet, and posting to Facebook or Twitter during class are generally not permitted. Laptop use may be permitted if it is used for taking notes or conducting class activities. Students should check with the instructor about permissible devices in class. IUPUI nurtures and promotes “a campus climate that seeks, values, and cultivates diversity in all of its forms and that provides conditions necessary for all campus community members to feel welcomed, supported, included, and valued” (IUPUI Strategic Initiative 9). IUPUI prohibits “discrimination against anyone for reasons of race, color, religion, national origin, sex, sexual orientation, marital status, age, disability, or veteran status” (Office of Equal Opportunity). Profanity or derogatory comments about the instructor, fellow students, invited speakers or other classroom visitors, or any members of the campus community shall not be tolerated. A violation of this rule shall result in a warning and, if the offense continues, possible disciplinary action.

3. **Communication:** For classroom-based courses, the instructor or teaching assistant should respond to emails by the end of the next class or, for online courses, within two Indiana University working days, which excludes weekends and holidays. The instructor should provide weekly office hours or accept appointments for face-to-face, telephone, or teleconferenced meetings, and announce periods of extended absence in advance.

4. **Counseling and Psychological Services (CAPS):** Students seeking counseling or other psychological services should contact the CAPS office by phone at 274-2548 or email at capsindy@iupui.edu. For more information visit http://life.iupui.edu/caps/.

5. **Course evaluations:** Course evaluations provide vital information for improving the quality of courses and programs. Students are urged to complete one course and instructor evaluation for each section in which they are enrolled at the School of Informatics and Computing with the following three exceptions: (a) The student has withdrawn from the course; (b) fewer than five students are enrolled in the section (in which case maintaining anonymity is difficult); and (c) the section is a laboratory that must be taken with a course having a different section number. Course evaluations are completed at https://soic.iupui.edu/app/course-eval/. Course evaluations are typically open from the eleventh week. Course evaluations are anonymous, which means that no one can view the name of the student completing the evaluation. In addition, no one can view the evaluation itself until after the instructor has submitted the final grades for the course. In small sections, demographic information should be left blank, if it could be used to identify the student.

6. **Disabilities policy:** In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to reasonable accommodations. Please notify the instructor during the first week of class of accommodations needed for the course. Students requiring accommodations because of a disability must register with Adaptive Educational Services (AES) and complete the appropriate AES-issued before receiving accommodations. The AES office is located at UC 100, Taylor Hall (Email: aes@iupui.edu, Tel. 317 274-3241).
Visit http://aes.iupui.edu for more information.

7. **Email:** Indiana University uses your IU email account as an official means of communication, and students should check it daily for pertinent information. Although you may have your IU email forwarded to an outside email account, please email faculty and staff from your IU email account.

8. **Emergency preparedness:** Safety on campus is everyone’s responsibility. Know what to do in an emergency so that you can protect yourself and others. For specific information, visit the emergency management website. [http://protect.iu.edu/emergency](http://protect.iu.edu/emergency)

9. **IUPUI course policies:** A number of campus policies governing IUPUI courses may be found at the following link: [http://registrar.iupui.edu/course_policies.html](http://registrar.iupui.edu/course_policies.html)

10. **No class attendance without official enrollment.** Only those who are officially enrolled in this course may attend class unless they are enrolled as an auditor or making up an Incomplete by prior arrangement with the instructor. This policy does not apply to those assisting a student with a documented disability, serving in an instructional role, or administrative personnel. [http://registrar.iupui.edu/official-enrollment-class-attendance.html](http://registrar.iupui.edu/official-enrollment-class-attendance.html) Children may *not* attend class with their parents, guardians, or childcare providers.

11. **Right to revise:** The instructor reserves the right to make changes to this syllabus as necessary and, in such an event, will notify students of the changes immediately.

12. **Student advocate:** The Student Advocate provides assistance to students with personal, financial, and academic issues. The Student Advocate Office is located in the Campus Center, Suite 350. The Student Advocate may also be contacted by phone at 317 274-4431 or by email at studvoc@iupui.edu. For more information visit [http://studentaffairs.iupui.edu/advocate](http://studentaffairs.iupui.edu/advocate).

**MISSION STATEMENT**

The Mission of IUPUI is to provide for its constituents’ excellence in

- Teaching and Learning;
- Research, Scholarship, and Creative Activity; and
- 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.