

**Syllabus: BCA 332 Fall 2020**  
**Online Electronic Media**

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<b>Section &amp; Time</b>	22385419: TTH 12:00 PM - 1:50 PM
<b>Credits</b>	3
<b>Place</b>	Moore Hall 314
<b>Instructor</b>	Dr Trevor Diehl <a href="mailto:diehl1th@cmich.edu">diehl1th@cmich.edu</a>
<b>Office hours:</b>	<b>Virtual Office Hours Only: M/W 1-2pm OR by appointment</b>
<b>Office phone:</b>	989-774-3973

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**Course Description**

Today's media workers must be literate in a range of digital and multi-platform storytelling tools. Where journalists, broadcasters, and public relations professionals once specialized in one media platform, today's communication professionals create content for print, web, mobile, and social media. This course provides students with an overview of the basic concepts, tools, and techniques for delivering media content across these platforms. Students will finish the semester with an online portfolio of written stories that incorporate a mix of infographics, social media content, photos, video, audio, and data visualizations.

**Prerequisite**

BCA 210 or IPR 101 with a grade of 'C' or better

**Learning Outcomes**

1. Create original content using various tools for editing and managing text, images, audio, video, and infographics for online storytelling.
2. Demonstrate proficiency with an online content management system (CMS).
3. Identify and explain key concepts and issues facing media producers online.
4. Demonstrate critical and reflective thinking about the world around you through written narrative.
5. Discuss and critically reflect upon your own relationship with media technology.

## **HyFlex Course Structure: Virtual Classroom with In-Person Options**

**Students will attend one in-person class per week (or choose to remotely stream that class).** This course will follow a “Hyflex’ instruction mode that combines face-to-face learning with the option to stream classes remotely. To ensure social-distancing guidelines for the room, the course will meet **ONCE** a week.

Before the semester begins, you will be assigned to **either the Tuesday or Thursday section**. This allows us to stay six feet apart in the computer lab. You will have the option to attend in-person or online for that session. *Plan on also completing an online-only component each week.*

Our meetings will be a mix of lecture, discussion of readings, group exercises, and lab work. In order to get the most out of class discussion, all the readings and assignments for that class should be finished before that meeting.

### **Required Reading**

Cairo, A. (2016). *The truthful art: Data, charts, and maps for communication*. New Riders

There will be additional reading assignments every week to compliment lectures and labs. Readings will be provided as needed by the instructor. See the course schedule for details.

### **Resource Requirements**

All students taking this course will need a CMU user ID/password and access to a computer with reliable access to Blackboard, Adobe Creative Cloud, and WebEx and/or Microsoft Teams as need for streaming live courses. Students should also have access to OneDrive, or a personal flash drive for saving in-class assignment files, etc. We will also be using smart phones to capture content. While not required, a working pocket computer (smart phone, tablet, digital camera etc.) with a decent camera and WIFI would be helpful.

### **Attendance**

Students must regularly attend class. Physical or virtual absence not resulting from a documentable medical or family emergency, or mental absence (i.e. sleeping in class, etc.), will be deemed an unexcused absence. Starting with the third unexcused absence, the student will be assessed a 25-point penalty against their final course grade for each further absence. All documents for excused absences must be submitted within two (2) weeks of the date of the absence. Documentation turned in after that deadline will not be accepted.

Students are responsible for all coursework, regardless of attendance. If you miss a class, excused or not, you are still responsible for labs, quizzes, and other material covered that day.

Attendance will be taken for in-class sessions.

## **Course Assignments and Workload**

1) *Building a personal website for digital storytelling (100 points)*: Early in the class, you will build a personal webpage. The website will be the final home for all projects created in the class, and it serves as the “sandbox” as we learn new tools. Graded once at the end of the semester, for initial set-up and functionality (50 points) and for completeness and attention to detail (50 points).

2) *Emerging media news beat (100 points)*: During the first week of class, you will sign-up to cover news related to a major new media platform (i.e., social media platform, video or audio streaming, or photo sharing). Your job is to become an expert on the platform’s technology and business practices. This assignment has two components: a) One short blog post on your news beat (50 points) and b) an in-class presentation and discussion as a group (50 points).

3) *Three multi-media assignment posts (100 each, 300 total)*: There will be three short (500-1,000 word) written assignments related to online publishing tools practiced in class. These assignments will be based on the labs, and are comprised of the following: a) an infographic post about your personal media habits, b) an original data analysis post employing datawrapper, c) a third post for multimedia streaming platforms (podcast or YouTube video). These will be posted to your website and will focus on integrating text and media components to create engaging stories for online audiences.

4) *Labs and quizzes (250 points)*: These are designed to develop online production writing and editing skills. There will be seven lab exercises (150 points) and four Quizzes based on the readings (100 points).

5) *Final project (250 points)*: For the final project in this class, students will create an original piece of multi-platform storytelling (either in the journalistic, academic or creative style) and should be comprised of the following components: a) 1,000-word narrative that integrates visual and digital media elements, and b) three original multimedia elements (videos, photo albums, soundbites, data visualizations etc.).

## **Grading**

A total of 1,000 points are available. Each assignment, quiz, lab, or blog post will have an assigned number of points that will be used in the calculation of the final percent grade.

Grading Scale for final grades:

<b>A</b> 100 - 93.50%	<b>A-</b> 93.49 - 89.50%	<b>B+</b> 89.49 - 86.50%
<b>B</b> 86.49 - 83.50%	<b>B-</b> 83.49 - 79.50%	<b>C+</b> 79.49 - 76.50%
<b>C</b> 76.49 - 73.50%	<b>C-</b> 73.49 - 69.50%	<b>E</b> 59.49 - 0%

### **Late Work/Missed Assignments**

Most work cannot be late because the class meeting for that day depends on your contribution. In general, you will lose one letter grade per day if you fail to hand-in an assignment when due (e.g. an 'A' paper will automatically become a 'B' paper). *I will not grade assignments more than 7 days late.* Please note that for the final project, late papers will not be accepted except in cases of exceptional circumstances.

### **Incomplete Policy**

Incomplete grades will only be given in cases where a student is unable to complete or attend the class. In such cases, the decision of the instructor is based solely on written, verifiable documentation submitted well in advance of the final exam/project due date. Acceptability of documentation/verification is left to the instructor's discretion. It is also the student's responsibility to file for incomplete status.

## **BCA & CMU Policies**

### **COVID-19 University Requirements**

Face coverings, such as masks, and social distancing (6 feet apart) are required in all buildings and classrooms ([CMU's policy on face coverings](#)). Students who have forgotten their face coverings may obtain a disposable mask from one of the 40 vending areas on campus. Vending machine locations are available on the [Fired Up for Fall website](#).

The evidence is clear that [face coverings are a crucial part of keeping coronavirus at bay](#) and [support the university's commitment to providing all members of its community with a safe, healthy, caring, and supportive environment](#). Masks should cover the entire nose and mouth, per guidelines from the Centers for Disease Control (<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/how-to-wear-cloth-face-coverings.html>). Students whose unique and individual circumstances require an alternative face covering, as indicated by a medical condition may request one. To request an alternative, students should [contact Student Disability Services \(SDS\)](#).

Refusing to wear a mask in any building or classroom without an accommodation letter from Student Disability Services is a violation of university regulations ([section 3.2.31 of the Student Code of Conduct](#)) and exposes the student to possible sanction for not adhering to university regulations. Refusing to maintain social distancing guidelines also violates the same university regulations. Students not adhering to the policy on face coverings or social distancing will be asked to leave the classroom and the building. In addition, faculty and/or staff may file a report with the Office of Student Conduct.

### **Students with Disabilities**

Central Michigan University provides students with disabilities reasonable accommodations to participate in educational programs, activities, or services. Students with disabilities who require accommodation to participate in class activities or meet course requirements should contact the instructor as soon as possible so that arrangements can be made. Students with disabilities requiring accommodation to participate in class activities or meet course requirements must first

register with the Office of Student Disability Services (120 Park Library, telephone 774-3018; TDD 774-2586). Reasonable accommodations will be determined on a case-by-case basis.

### **Policy on Academic Integrity**

On May 5, 2009, the Central Michigan University Academic Senate approved the Policy on Academic Integrity, which applies to all university students. Copies are available on the CMU website at: <https://www.cmich.edu/AcademicSenate>; or in the Academic Senate Office in Ronan 280. All academic work is expected to follow these policies. This includes practices related to plagiarism and proper citation. **Course work that directly copies or presents the work of others without clear attribution will receive an automatic zero on the first offense, and a final grade of 'E' on the second offense. Cite your sources, period.**

### **School of BCA Policy on Classroom Civility**

All CMU students are expected to comply fully with the Responsibilities of Students, as stated in the CMU Code of Student Rights, Responsibilities and Disciplinary Procedures, available online at: <https://www.cmich.edu/ess/studentaffairs/Pages/Student-Rights.aspx>

### **School of BCA Policy on Class Absences**

Absences for which the student is requesting special accommodation must be requested in advance and in writing. These absences may adversely impact the student's grade.

### **Intellectual Property Protection Statement**

In order to protect the intellectual property interests of the instructor, the privacy interests of student members of the class, and to encourage an open and fair exposition of all student views in the classroom without fear that student views expressed will be recorded and possibly posted in another forum, recording of classroom lectures and conversations is not permissible without the express, prior written consent of the instructor. Unauthorized recording of classroom activity shall be considered a violation of the CMU Student Code of Rights, Responsibilities and Disciplinary Procedures.

BCA 332 Course Calendar in Detail

\* Schedule may change. Due dates for second half of semester not populated yet! \*

**Section 1: Overview of Media Landscape & Writing for Digital Media**

Aug 17	Course introduction & classroom technology
<i>In class:</i>	Lecture: Introduction to storytelling in the hybrid media environment
<i>Online:</i>	Read: <i>Hindan</i> , CH 1-2
<b>DUE:</b>	<b>Sign-up for newsbeat topic</b>
Aug. 24	Media epistemology: Digital propaganda, professional journalism, and the scientific way of knowing
<i>In class:</i>	Lecture: Media epistemology & ethical sourcing practices
	Lab: Launch Medium website
<i>Online:</i>	Read: <i>Tactics and Tropes of the Internet Research Agency</i>
	Watch: <i>The Facebook Dilemma (excerpt)</i>
	Lab: Google search exercise
<b>DUE:</b>	<b>Platform post + Search lab</b>
Aug. 31	Media diets & mobile phone habits
<i>In class:</i>	Lecture: Media diets
	Lab: Writing for the web + start data collection
<i>Online:</i>	Read: Rosen, 2019 <a href="https://www.psychologytoday.com/us/blog/rewired-the-psychology-technology/201904/screen-time-vs-screen-use">https://www.psychologytoday.com/us/blog/rewired-the-psychology-technology/201904/screen-time-vs-screen-use</a>
	Watch: <i>Generation Like</i> (excerpt)
<b>DUE:</b>	<b>Quiz 1: New media environment</b>

**Section 2: Visual Communication with Graphics and Data**

Sept. 7	Info-graphics 1
<i>In class:</i>	Lecture: Principals of infographics
	Lab: Intro to Illustrator
	Read: Cairo CH 1-2
<i>Online:</i>	Lab: Robot lab

**DUE: Robot lab + Quiz 2: Intro to visual communication (Cairo CH: 1-3)**

Sept. 14 Info-graphics 2

*In class:* Graphic post lab

**DUE: Media diet graphic post**

Sept. 21 Data visualization

*In class:* Lecture: The data society and basic charts

Lab: Introduction to datawrapper with Google trends

*Online:* Lab: Datawrapper problem set

**DUE: Lab: Datawrapper problem set + Quiz 2 (Cairo CH: 4-6, 10)**

Sept. 28 Storytelling with data and maps

*In class:* Lecture: Issues with charts and graphs

Lab: Maps + Discuss data visualization post

**DUE: Data visualization post**

Oct. 5 Principals of photography: Shooting with Phones

**\*Platform newsbeat: Instagram group presents**

### ***Section 3: Streaming and Multimedia: Audio and Video***

Oct. 12 Video for mobile and web

**\*Platform newsbeat: YouTube group presents**

Oct. 19 Audio streaming practices

**\*Platform newsbeat: Podcasting and streaming groups present**

Oct. 26 Social Media & analytics

**\*Platform newsbeat: Social media group presents**

Nov. 2 Narrative flow and layout for digital storytelling

Nov. 9 Final Project Workshops: Draft text & media elements

Nov. 16 - 24 Project presentations and course wrap-up

*Exams Week: TH @ 12:00*