

PCM 320 Advanced Media Studies and Multimedia Production

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Spring 2012
Media Hub 113 classroom
alternate Saturdays, 1 to 5 p.m.

SYLLABUS

Course Overview

This course builds on foundational media-related communication learning experiences in previous Professional Communication (PCM) coursework. PCM 320 merges in-depth critical media studies with a focused development of performance skills and an expansion of digital production practice.

PCM 320 students examine media's social roles and cultural impact by exploring such questions as:

- How might media represent, mirror, and/or shape people and culture?
- How might media influence social issues and individual actions?
- What are the rights and responsibilities of media consumers and producers?

PCM 320 offers intellectual challenges through focused media investigations, presentations using a variety of digital media, and an introduction to video production. PCM 320 class activities, projects, and presentations stand out as opportunities to develop and showcase advanced self-direction in analysis, problem solving, and valuing along with intermediate to upper-level ability in aesthetic engagement, information technology, and quantitative literacy.

Required Texts

Campbell, R., Martin, C. R., & Fabos, B. (2010). *Media essentials: A brief introduction*. Boston: Bedford/St. Martin's.

Moggridge, B. (2010). *Designing Media*. Cambridge: The MIT Press. (web version only)

Course Projects

The following projects will be formally assessed:

- 1) Media Analysis: Students will conduct a focused investigation of a specific media message and use digital technologies to prepare an analysis and share findings with peers.
- 2) Media Reflection: Students will prepare a series of blog posts and engaged comments drawing upon our course text, scholarly research techniques, and personal insights.
- 3) Digital Video Project: Students will create a digital video production using technology, equipment, and support available through Alverno's Media Hub.

Assessment of Abilities

The projects for the course will be the basis for assessment and feedback. Students will need to be successful with each project assessment to be successful in the course. Successful students will earn validation in Communication: Quantitative Literacy (Level 4). Students who successfully complete the course will also demonstrate abilities in Analysis (Levels 5 and 6), Problem Solving (Levels 5 and 6), Valuing in Decision-Making (Levels 5 and 6) and Aesthetic Engagement (Level 5).

Summary of Deadlines

Week 1, January 21

Read Chapter 1 of *Media Essentials*

Set up Coursekit profile and image

Week 2, February 4

Read Chapters 2, 3 and 4 of *Media Essentials*

View Jane Friedman video from *Designing Media*

Blog posts on books, newspapers, and magazines due Monday, January 30

Blog comments due at class start

Week 3, February 18

Read Chapters 5, 6, 7 and 8 of *Media Essentials*

View DJ Spooky video from *Designing Media*

Blog posts on sound recording, radio, movies, TV, and cable due Monday, February 13

Blog comments due at class start

Media Analysis draft due for workshop

Week 4, March 3

Read Chapters 9, 10, 14 and 15 of *Media Essentials*

View Alexandra Juhasz video from *Designing Media*

Media Analysis project due

Presentations in class

Week 5, March 17

Read Chapters 11, 12 and 13 of *Media Essentials*

View Jimmy Wales video from *Designing Media*

Blog posts on PR, journalism, ethics, and legal controls due Monday, March 12

Wikipedia usernames due

Wikipedia workshop in class

Week 6, March 31

View Joel Hyatt video from *Designing Media*

Review LCW guidelines, past course videos, and video criteria

Blog posts about Wikipedia due Monday, March 26

Media Reflection blog project assessment in class

Digital video workshop in class

Week 7, April 14

Storyboards and 5x10s due

Digital video open lab in class

Week 8, April 28

Digital videos due

Screening and assessment in class