



THE FLORIDA STATE UNIVERSITY
COLLEGE OF COMMUNICATION & INFORMATION
School of Library & Information Studies

LIS5313 - DIGITAL MEDIA: CONCEPTS AND PRODUCTION

Day | time

MODE OF INSTRUCTION: Online

Students all meet with instructor for class weekly, synchronously, using a multi-media conferencing system such as Collaborate, at a specific class time indicated in the University's course schedule for each semester. Additional asynchronous interactions among students and with instructor will be required, as indicated below in course evaluation and assessments, to complete the course.

Instructor: Jane Barrager

Email:

Office:

Course Location/Website:

Office Hours:

COURSE DESCRIPTION:

This course provides a conceptual and practical introduction to creating and using media resources to support learning in library and other information settings. Coursework regularly includes media analysis and media production activities that: 1) incorporate digital image, sound, and video elements; 2) utilize web-based tools; and 3) apply knowledge of copyright and digital media.

COURSE OBJECTIVES:

At the end of the course, the student will be able to:

1. Carry out appropriate steps in planning, designing, and producing informative and creative digital media projects.
2. Identify and utilize web-based tools and resources to collaborate with classmates and to find and share information about media production.
3. Apply knowledge of fair use, copyright, and copyleft issues in: a. Searching for and identifying media assets that can be used in media projects b. Appropriately using and attributing copyrighted material in media projects c. Determining an appropriate copyright license for self-authored media projects.
4. Demonstrate ability to problem-solve technical challenges and to provide technical support related to media production.
5. Demonstrate ability to select media and technology appropriate to project goals and users.
6. Demonstrate ability to discuss and explore current research, concepts, and trends related to use of media production and technology in information professions.

COURSE MATERIALS:

Required Texts:

- Carol Simpson / Copyright for Schools: A Practical Guide; 5th edition / 2010/ Linworth Publishing / ISBN-13: 978-1586833930

Other Reading Materials:

- Additional readings will be assigned most weeks, all available online.
- Several weeks will also include media to review or analyze, all available online.
- Students often benefit from supplemental media production materials, such as software manuals, online tutorials, and other help resources. Students are expected to be proactive in identifying additional resources needed to help them learn the material.

SLIS HARDWARE AND SOFTWARE REQUIREMENTS:

A list of all hardware and software requirements for students participating in the School of Library and Information Studies (SLIS) courses can be found at the following location:

<http://slis.fsu.edu/academics/online/requirements/>

Required Hardware:

For this class, students regularly view, download, and edit digital images, audio, and video. To be able to do this, you should have access to the following hardware:

- A high-speed Internet connection.
- A good working computer that meets the [SLIS hardware requirements](#);
- A computer headset (to use in class sessions and for recording audio). These are available at any computer store such as Best Buy or Fry's, and can cost as little as \$20. **(note: Plan to use an external microphone in class!)**

Required Software:

This class uses free, open source software to complete assignments when possible. Please plan to download or have access to:

Audacity (for editing audio):

- **Windows:** <http://audacityteam.org/download/windows>
Important: Also download the "LAME MP3 encoder," listed under "Optional Downloads."
- **Mac:** <http://audacityteam.org/download/mac>
Important: Also download the "LAME MP3 encoder," listed under "Optional Downloads."

The class also uses video editing software:

- For those with a Mac, you will be fine with Apple [iMovie](#), Final Cut Express, or Final Cut Pro. iMovie comes as part of the standard software package with new mac computers or can be purchased as a part of the iLife software package.

- For those with a PC, if needed, you can use [Movie Maker](#)—but please note that there are significant limitations to the software. If possible, I recommend you purchase basic editing software, such as Sony Vegas Movie Studio, which costs approximately \$80-100. You can also look for free trial versions to use for a limited time.
- Free software is available all the time. You may want to search for “free video software” to find additional options.

The class also uses a variety of web 2.0 media production tools that are freely available online. These will be introduced in class. Students should plan ahead to effectively manage multiple usernames and passwords for this class. Keeping a log of usernames and passwords is highly recommended. Students should also have multiple browser options available (e.g. Firefox, Safari, Google Chrome, etc.). When posting on the web, it’s good to check the functionality of your work on different browsers. Also, sometimes one browser won’t work well for viewing media online, and it’s good to have alternate browsers available. Note: You do not need a digital camera or video camera for this course. That said, you might find it useful to have access to a camera for some assignments.

COURSE ASSIGNMENTS AND EVALUATION:

Assignments in the class equal a total of 500 points that can be earned as follows:

Assignments	Point Value	Percentage
Media Labs <ul style="list-style-type: none"> • Media Labs 1-6, 30 points ea. = 180 points 	180 points	36%
Peer Feedback on Media <ul style="list-style-type: none"> • Media Labs 1-6 = (5 points each) 30 points • Digital Story Pitch = 10 points • Digital Story Project = 10 points 	50 points	10%
Copyright Scenarios <ul style="list-style-type: none"> • Copyright Scenarios = 20 • Online Video = 20 	40 points	8%
Peer Support Discussion Group <ul style="list-style-type: none"> • Peer Support 1 (wks 1-5) = 10 points • Peer Support 2 (wks 6-9) = 10 points • Peer Support 3 (wks 10-16) = 10 points 	30 points	6%
Digital Story Final Project <ul style="list-style-type: none"> • Digital Story Pre-Production = 50 points • Digital Story Final Project = 150 points 	200 points	40%
Total	500 points	100 %

GRADING SCALE:

A	95-100%	(475-500 points)	C	74-76.99%	(370-384 points)
A-	90-94.99%	(450-474 points)	C-	70-73.99%	(350-369 points)
B+	87-89.99%	(435-449 points)	D+	67-69.99%	(325-349 points)
B	84-86.99%	(420-434 points)	D	64-66.99%	(300-324 points)
B-	80-83.99%	(400-419 points)	D-	60-63.99%	(275-299 points)
C+	77-79.99%	(385-399 points)	F	</= 59.99%	(</=274 points)

ASSIGNMENT DESCRIPTIONS:

Instructions and grading criteria will be provided before work on an assignment begins.

1. **Media Labs:** Complete lab exercises to develop multimedia authoring skills (e.g. blogging, audio and video editing, creating a prezi).
2. **Peer Feedback on Media:** Provide feedback to classmates on media production assignments (e.g. media labs, digital story projects).
3. **Copyright Scenarios.** Analyze common scenarios that use copyrighted material to determine if the use is a violation of copyright or an example of "fair use."
4. **Peer Support Discussion Board:** Use the Peer Support DB to request technical help, offer assistance, and post media production tips throughout the semester. A minimum number of helpful posts is required (2 for wks 1-5; 2 for wks 6-9; and 2 for wks 10-16).
5. **Digital Story Final Project:** Create a short video or multimedia project that tells a compelling story, incorporating creative writing, imagery (e.g. still images and/or video), audio (e.g. voice over, music, sound effects). The project includes a variety of preproduction activities (e.g. project pitches and treatments) to develop ideas and facilitate peer feedback. Topics must receive instructor approval.

COURSE SCHEDULE (TENTATIVE AND SUBJECT TO CHANGE!):

WEEK	TOPICS TO BE COVERED
1	Introduction to the course
2	Multimedia Copyright
3	Copyright: Creative Commons
4	Media Production Lab: Basic Markup
5	Media Production Lab: Image Editing
6	Media Production Lab: Audio Editing
7	Media Production Lab: Video Editing
8	Media Production Lab: Prezi
9	Copyright: Fair Use
10	Online video copyright
11	Digital Storytelling
12	Media Production Lab
13	Digital Story Development

14	Media production Lab
15	Class Presentations
16	Class Presentations

SCHOOL OR DISCIPLINARY POLICIES:

Copyright Statement

Some of the materials in this course are possibly copyrighted. They are intended for use only by students registered and enrolled in this course and only for instructional activities associated with, and for the duration of, the course. They may not be retained in another medium or disseminated further. They are provided in compliance with the provisions of the *Technology, Education, And Copyright Harmonization* (TEACH) Act (refer to the 3/7/2001 TEACH Act at www.copyright.gov/legislation/archive/).

Sexual Harassment Policy

It is the policy of the University that its employees and students neither commit nor condone sexual harassment in any form. http://registrar.fsu.edu/bulletin/graduate/information/university_notices/

iSchool Hardware and Software Requirements

A list of all hardware and software requirements for students participating in the School of Information (iSchool) courses can be found at the following location:
<http://ischool.cci.fsu.edu/academics/online/requirements/>

Student Eligibility for an Incomplete Grade

Incomplete ("I") grades will not be assigned, except in the case of exceptional unforeseen circumstances that occur within the last three weeks of the semester and your work has otherwise been satisfactory (C average).

University Attendance Policy:

Excused absences include documented illness, deaths in the family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

Academic Honor Policy:

The Florida State University Academic Honor Policy outlines the University's expectations for the integrity of students' academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the process. Students are responsible for reading the Academic Honor Policy and for living up to their pledge to "...be honest and truthful and...[to] strive for personal and institutional integrity at Florida State University." (Florida State University Academic

Honor Policy, found at <http://fda.fsu.edu/academic-resources/academic-integrity-and-grievances/academic-honor-policy>.)

Americans With Disabilities Act:

Students with disabilities needing academic accommodation should:

- (1) register with and provide documentation to the Student Disability Resource Center; and
- (2) bring a letter to the instructor indicating the need for accommodation and what type.

Please note that instructors are not allowed to provide classroom accommodation to a student until appropriate verification from the Student Disability Resource Center has been provided.

This syllabus and other class materials are available in alternative format upon request.

For more information about services available to FSU students with disabilities, contact the:

Student Disability Resource Center
874 Traditions Way
108 Student Services Building
Florida State University
Tallahassee, FL 32306-4167
(850) 644-9566 (voice)
(850) 644-8504 (TDD)
sdr@admin.fsu.edu
<http://www.disabilitycenter.fsu.edu/>

Syllabus Change Policy

"Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice."²