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Email: mdemaio@mail.sdsu.edu  
Phone: 619-594-2058  
Class: Tuesdays and Thursdays, 11 a.m. - 12:15 p.m. in LSS 246

NOTE: Please read this syllabus carefully and by accepting this document, you acknowledge that it serves as a social contract regarding your expected obligations and responsibilities in this course.

• COURSE CATALOG DESCRIPTION
Preparing and editing content for multimedia, web, and mobile platforms in journalism and other media professions. Digital media layout and design; usability, accessibility, segmentation, and scanability.

• COURSE GOAL
Provide an opportunity for students to gain an understanding of traditional design principles as they are applied to the development of electronic media that falls into the categories of graphic design, time-based media and interactive design.

• COURSE PREREQUISITES
Upper division standing and admission to a major in the School of Journalism and Media Studies.

• COURSE WEBSITE
This course has a website on blackboard. Please visit it often as announcements and related course materials will be posted on the site throughout the semester: http://blackboard.sdsu.edu. REMINDER: The best browser for Blackboard is Firefox. There are known problems with using other browsers to take tests and quizzes in Blackboard. Download Firefox for free: http://www.mozilla.com/en-US/
• OBJECTIVES

This course will help you:

- Define the characteristics of multimedia, web and mobile content.
- Define and apply the principles of digital media design and layout to digital platforms.
- List, define and apply usability, accessibility and scanability principles to design and layout for digital platforms.
- Demonstrate creativity, analytical thinking and a working knowledge of professional standards in the production of multimedia content.
- Learn the impact of digital tools, methodology and content producing capabilities on today’s evolving media landscape.

This course also aims to help you meet the following ACEJMC (Accrediting Council on Education, Journalism & Mass Communications) competencies:

1. Understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
3. Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
4. Understand concepts and apply theories in the use and presentation of images and information.
5. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
6. Think critically, creatively and independently.
7. Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
8. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
9. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
10. Apply basic numerical and statistical concepts.
11. Apply tools and technologies appropriate for the communications professions in which they work.

• REQUIRED READING MATERIALS (AVAILABLE AT THE CAMPUS BOOKSTORE AND ONLINE)

- The AP Stylebook online. Available via subscription: http://www.apstylebook.com/
- Other reading assignments will be made available through Blackboard.
• REQUIRED SUPPLIES AND EQUIPMENT

- Students should have access to an email account and Blackboard because communication and information about the course will be sent via these methods.
- You will need to purchase ParScore Forms (F289-PAR-L) because they are required for both the midterm exam and the final exam.
- You will need to create a blog for this class using Edublogs.
- You should have a flash drive or a Dropbox or Google Drive account for storing your assignments for this class.
- You will need to create a YouTube account (if you use Gmail you already have one, you just have to activate it). You will use this to upload projects for the instructor to listen or view them for grading.
- You should have access to a printer, because many assignments are required to be typed, printed and stapled.
- Other supplies are to be determined and will be discussed during the semester. Please check the course site on Blackboard often.

• GRADING

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<tr>
<th>Graded Item</th>
<th>Due</th>
<th>% of Grade</th>
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<tbody>
<tr>
<td>Participation and quizzes</td>
<td>Ongoing</td>
<td>15%</td>
</tr>
<tr>
<td>Multimedia projects</td>
<td>Ongoing</td>
<td>50%</td>
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<tr>
<td>Midterm exam</td>
<td>3/24</td>
<td>15%</td>
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<td>Final exam</td>
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Multimedia projects will be evaluated on the following dimensions of quality:

- **Content** – refers to the intellectual or material substance of a multimedia project. This item attempts to answer the question “What’s the point?” Projects should be substantively meaningful to a definable audience. Content should be well researched, logically structured, and professionally presented. Narratives should be well written in a professional style with special attention given to grammatical excellence and industry standard scripting formats. This dimension examines questions such as: is the subject matter and/or topic interesting to a broad audience? Was the subject well researched? Is information clearly and accurately presented? Are subjects well suited to the topic or were they chosen merely for convenience (roommate, friend, etc.).

- **Design** – refers to the degree to which a project adheres to professional principles of design. This dimension examines questions like: were images or graphics properly composed? Was audio balanced and well mixed (voice-over, natural sound, music, and sound effects)? Was editing haphazard or thoughtfully motivated by the content and story to achieve a purposeful outcome?

- **Complexity** – refers to the project’s overall level of challenge. This dimension examines questions like: did you think outside of the box? Did you work within a simple form or content structure or did you try a more creative or inventive approach? Did you stay within your comfort zone or push yourself to grow and learn? Did you put sufficient thought, time and effort into each phase of the project (preproduction, production, postproduction)?
• GRADING SCALE

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<tr>
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<td>98 – 100</td>
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<td>93 – 97.99</td>
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<td>90 – 92.99</td>
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<td>85 – 87.99</td>
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<td>D-</td>
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<td>Below 59</td>
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If at any time during the semester you are concerned with your progress in the course, please make an appointment to see me or stop by during my office hours. If you miss class for some reason, it is your responsibility to find out what you missed.

• GRADED ASSIGNMENTS

PARTICIPATION AND QUIZZES

NEWS and READINGS QUIZZES (50 POINTS EACH)

You will have to be informed about local, national and international news. There will be unannounced quizzes in class about the most important news of the day, week and month. Additionally, some questions about the readings of the week will be added to these quizzes. So, please make sure you are prepared. Quizzes may be given at the beginning or at the end of a class. If you arrive late or leave early on a day that a quiz is given, you may not be able to take it and miss participation on that graded element.

PARTICIPATION

In this class, participation will be counted based on your class activities. You may be called on in class, so always be prepared to talk and contribute thoughtfully and critically about the readings and class work. Additionally, attendance is important in this course and will be taken for each class. Those who have perfect or near perfect attendance (less than three absences) will receive extra points toward their grade. Excused absences will not be accepted, an absence is an absence. So it is to your benefit to come to all classes.

BLOG POSTS (25 POINTS DEDUCTED FOR NOT POSTING)

One of the objectives of this course is to understand how web content is created and used. As part of this goal, students will create and maintain their own blog portfolio website using Edublogs. The website will be used for multiple purposes throughout the semester. Students will use their blog portfolio to respond to and reflect on selected assigned readings during the semester. Blog posts should be no longer than three paragraphs. Details of specific requirements for each particular blog post will be provided during the semester.

Note: You will not be graded on your individual blog posts but will receive a check mark for each post; however, failure to do them will result in a 25-point deduction for each blog post missed. Points may also be deducted if your blog post does not reflect what was required for that particular week’s post.
MULTIMEDIA ASSIGNMENTS

SETTING UP BLOG (100 POINTS)
For this class, you will be required to have a blog through Edublogs. Your blog will serve two functions:

1. As a place to comment on the class materials and lectures covered during the semester.
2. As a place for you to post ideas and updates on the projects you are developing during the semester.

Details of this assignment will be provided during the semester.

HTML/CSS EXERCISE (100 POINTS)
You will create a webpage “from scratch” using HTML and CSS. Details of this assignment will be provided during the semester.

PHOTO ESSAY PROJECT (100 POINTS)
You will create an essay with photographs taken by you. Instead of just writing an essay, you will “show” an essay with photos and write a text to accompany the photos. Details of this assignment will be provided during the semester.

INFOGRAPHIC PROJECT (100 POINTS)
You will design an infographic. Infographics are visual representations of information. The data is displayed in a unique way that can be seen rather than read. Sign up for a free Piktochart account by logging on to http://piktochart.com. Details of this assignment will be provided during the semester.

AUDIO PROJECT (100 POINTS)
Create an audio project that includes voiceover/narration and other sounds tracks. You are required to use at least three editing tools/effects (ie, cut/delete, paste, trim, fade-in, fade-out, envelope, time shift, etc.) using Audacity, GarageBand or whatever app or software you choose to use (with my approval.) The voiceover/narrations must be your own creation (your own voice, scripts and recording.) Details of this assignment will be provided during the semester.

VIDEO PROJECT (100 POINTS)
Use an IOS or Android app (possibilities listed below under Required Technology) to create your own video story. Each project must include voice over narration, still images and moving images. Details of this assignment will be provided during the semester.

WEB PORTFOLIO (200 POINTS)
The WordPress site you created for posting your blog will also act as your portfolio and will include samples of the work you’ve done in this class. Details of this assignment will be provided during the semester.

OTHER CLASS ASSIGNMENTS (100 POINTS EACH)
There will be several class assignments throughout the semester. These assignments will usually be due during class unless otherwise instructed. Grading for these class assignments will be determined based on how well you complete the specific tasks required for the assignment. Details of these assignments will be provided during the semester.
EXAMS
You will have both a midterm exam and a final exam. Exam dates are provided in the course calendar. There will be no makeup exams! Please show up on time. Showing up late will result in a loss of points equal to the number of minutes you show up late (10 minutes late = 10 point deduction, 20 minutes late = 20 point deduction, etc.)

The exams will contain information from both the lectures and readings. Exams will be taken using the ParScore test forms (F289-PAR-L). Please make sure to bring a #2 pencil for each exam along with the test form. Failure to bring the correct test form will result in your test not being graded. I will not provide you with pencils and/or test forms.

• REQUIRED TECHNOLOGY
This class will teach you the basic concepts needed to successfully complete your assignments. I do not have time to offer step-by-step tips on how to use every piece of software or app needed to complete the multimedia projects. It will be up to you to spend the time needed to get up to speed. The software and apps needed to complete these assignments are easy to use. In some cases you may be able to use a piece of software or app that you’re more familiar with. If that’s the case just let me know. If I approve it, you’re good to go. Here’s a list of some of the software, apps and websites that we may use during the semester:

- **Audacity** — (Windows/Mac) free, open source, cross-platform software for recording and editing sounds. Software available at [www.audacityteam.org](http://www.audacityteam.org)
- **Garage Band** — (Mac/iOS) app has everything you need to learn, play, record, mix, and share great-sounding music.
- **Videolicous** (iOS), **Splice** (iOS), **Video Maker** (Android), **Magnisto Video Editor** (Android), **KineMaster Video Editor** (Android) — an easy way to make video and edit a video.
- **WordPress.com** — a website to post blogs and host portfolio for class projects [www.wordpress.com](http://www.wordpress.com)
- **Piktochart** — a free tool for creating infographics [http://piktochart.com](http://piktochart.com)

• ASSIGNMENT AND GRADING POLICIES

- In-class assignments CANNOT be made up.
- No assignments will be accepted through email unless previously arranged with the instructor.
- All written work to be turned in must be in 12-point font, 1.5 or double-spaced, with normal margins. Choose to either indent each new paragraph or to skip a line before the start of a new paragraph.
- All work must be free of grammar, spelling, punctuation and AP style errors. Deductions will be taken for each kind of error.

• COURSE POLICIES

ATTENDANCE AND CLASS CONDUCT
Students should arrive to class on time, prepared and ready to participate or work as required. Similar to the fast-paced professional world, there will be unannounced events in class that result in assignments. Students who
miss class – for whatever reason – forfeit the right to make up graded elements that occur during class time. In other words, students are not permitted to make up (either before or after) missed in-class graded assignments.

So, please arrive to class on time and do not leave early – this is disruptive to your classmates and the learning process. Also, please don’t chat with others while class is going on – this includes in person and via text messaging.

**BE NICE**
Disrespect in any form in the classroom is not permitted. If a student is deemed disrespectful by the professor, the student may be asked to leave. Become familiar with the University’s Student Conduct Code: (http://www.sa.sdsu.edu/srr/conduct1.html) and be respectful of your classmates. Disrespect is conveyed in many forms, both face-to-face and online. None will be tolerated. Respect your class members’ privacy and do not post comments, photos or other information online without permission.

**COMPUTERS AND CELLPHONE USE POLICY**
Please turn off your cellphones or silence them during class. Also, do not take calls during class – you will be asked to leave the classroom if you do so. Please don’t chat with others while class is going on – this includes in person and via text messaging. Additionally, please be aware that there will be times that the use of cellphones and computers or tablets will not be allowed in class so that you are not tempted with other applications that you do not need to use during class.

**DEADLINES (LATE WORK OR MAKEUPS)**
A deadline is defined by the Merriam Webster’s dictionary as “a date or time when something must be finished: the last day, hour, or minute that something will be accepted.” Therefore, we will not be redefining this word for this class. A deadline is a deadline and **all deadlines are strictly enforced.**

There is the expectation that you will manage your time accordingly and complete all assignments on time.

Please understand that **no late assignments will be accepted under any circumstances.** And that if an assignment is not turned in on time a **zero** will be assigned.

**READ BEFORE CLASS**
The readings need to be completed before class in order that you may participate. Don’t come to class unprepared.

**COMMUNICATE PROFESSIONALLY**
The ability to communicate in a professional and courteous manner via email is important. Students are expected to display their top-level communication skills each time they send an email to the professor. Students who fail to use a professional greeting, sign one’s full name or use proper AP Style in an email will have **one point deducted from the final (overall grade) for the course for each infraction.** Ask the professor for examples of proper and improper email communication if you wish to prevent mistakes.

**ETHICAL GUIDELINES**
Students must always identify themselves to potential sources as a **student at SDSU** and must always tell sources these projects are for classroom use, not publication (except as a writing sample in your resume or to submit in an awards competition).
Students are **not allowed to use/submit projects** done in this class to any other class or any publication without instructor approval.

**KNOW WHEN YOU NEED HELP**
The college experience is stressful. If a student feels the need for professional services to assist in coping with stress related to school or other life’s events, please contact the [University’s Counseling and Psychological Services](www.sa.sdsu.edu/cps/index.html). The center is located at Room 4401 in the Calpulli Center, open Monday through Friday, 8 a.m. to 4:30 p.m. Students who need assistance beyond their business hours should call the San Diego Access and Crisis 24-hour Hotline at 1-800-479-3339. Other campus emergency services include the Student Health Services Nurse Advisory Line at 1-888-594-5281 or University Police at 619-594-1991.

**INCOMPLETES UNAVAILABLE**
Incompletes will rarely, if ever, be given for this class. Only students who are already operating at a satisfactory level prior to a medical or other serious circumstance beyond one’s control will even be considered for an incomplete. Incompletes are not a way to skirt responsibility and work around lost opportunities in major course assignments.

**TIME MANAGEMENT TIP**
In this course, it is in your best interest to stay on top of the readings and lectures as well as to be aware of major due dates for assignments. No grievances will be accepted for late assignments. If you have questions, please contact me anytime. Ask questions – all questions are good questions!

**INTERACTING WITH ME**
I'll try to respond within 24-48 hours to emails sent to me from within Blackboard. For quick questions, the turnaround time may be much shorter. If Blackboard is not working or for non-course-related communications, write to me using my email address: mdemaio@mail.sdsu.edu. Make sure you write [JMS315](mailto:mdemaio@mail.sdsu.edu) in the subject of the email if you write to me without using Blackboard.

For questions that involve back and forth interaction, you may want to come to my regular office hours on **Tuesdays from 12:30-2:30 p.m.**, but I can arrange to meet with you at some other time if these hours conflict with your class schedule.

**JMS POLICY ON STUDENT USE OF DIGITAL LABS AND EQUIPMENT**
San Diego State University and the School of Journalism & Media Studies provides computing devices, networks, and Internet services for educational purposes and research consistent with the university’s educational mission, curriculum and instructional goals. Use is a privilege for JMS students, and compliance with the below policies and rules is mandatory.

1. Student-produced content of all kinds -- text documents, audio files, video files, etc. -- should not be saved to these computers. All content should be saved to an external drive provided by the student or a
cloud account, again belonging to the student. JMS wipes all devices clean of all externally created content on a minimum of a semester basis and content wiped will not be retrievable.

2. No food or drinks are permitted in the labs, including all spaces in which a student may sit (tables, chairs and benches). That includes water. All food and drinks must be left by the door, and will be consumed by the student there.

3. Students must exercise common sense and good judgment in the use of these devices, and the following is prohibited: accessing, collecting or posting of inappropriate materials, violations of copyright, malicious use/vandalism and illegal activities of any kind.

4. Students must notify the instructor if a device is broken or damaged. Students responsible for damage will be asked to pay for repair or replacement.

• STUDENTS WITH DISABILITIES

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Student Disability Services at (619) 594-6473. To avoid any delay in the receipt of your accommodations, you should contact Student Disability Services as soon as possible. Please note that accommodations are not retroactive, and that accommodations based upon disability cannot be provided until you have presented your instructor with an accommodation letter from Student Disability Services. Your cooperation is appreciated.

If you have any form of learning, physical or other disability, please let the instructor know as soon as possible so that your learning needs can be discussed and met appropriately.

• ACADEMIC HONESTY

The University adheres to a strict policy regarding cheating and plagiarism. These activities will NOT be tolerated in this class. Become familiar with the policy (http://www.sa.sdsu.edu/srr/conduct1.html). Any cheating or plagiarism will result in failing this class and a disciplinary review by Student Affairs.

Examples of Plagiarism include but are not limited to:

• Using sources verbatim or paraphrasing without giving proper attribution (this can include phrases, sentences, paragraphs and/or pages of work)
• Copying and pasting work from an online or offline source directly and calling it your own
• Using information you find from an online or offline source without giving the author credit
• Replacing words or phrases from another source and inserting your own words or phrases
• Submitting a piece of work you did for one class to another class

If you have questions on what is plagiarism, please consult the policy (http://www.sa.sdsu.edu/srr/conduct1.html) and see the Understanding Plagiarism, Paraphrasing and Citing Sources Tutorial here: http://library.sdsu.edu-guides/tutorial.php?id=28