

# **Syllabus: MED 480: Media Studies Capstone**

Course Title: MED 480: Media Studies Capstone

Semester: Fall 2024

Instructor: Dr. Sophia Martinez

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Office Hours: Tuesdays 2:00-4:30 PM OR by appointment

Class Time & Place: Tuesday or Thursday 3:00-4:15 PM in SANCA 145

## **Course Description:**

This capstone course explores the role of media in shaping public opinion, culture, and social norms. Students will work on a project that involves creating and analyzing media content, with a focus on addressing contemporary issues through media. The course includes the development of a project proposal, creation and distribution of media content, and presentation of findings through a report and at the Innovation Showcase.

## **Course Objectives:**

Develop a media project that addresses a specific societal issue.

Create and distribute media content that engages a target audience.

Analyze the impact of media on public opinion and behavior.

Effectively present the project at the Innovation Showcase.

## **Learning Outcomes:**

Gain expertise in media content creation and analysis.

Develop practical skills in media production and campaign management.

Improve communication skills through written reports and presentations.

Enhance the ability to manage complex media projects from conception to completion.

## **Group Project and Required Subtasks:**

The group project for this course will involve the development and analysis of a media campaign or media content that addresses a specific issue or theme in society. The project will be broken down into the following subtasks:

### **1. \*\*Project Proposal (Week 3):\*\***

- Create a proposal detailing the project's objectives, target audience, and anticipated impact.

Include a timeline and assign roles to team members.

### **2. \*\*Content Creation (Weeks 4-6):\*\***

- Develop the media content (e.g., video, social media campaign, podcast) based on the approved proposal. Ensure that the content aligns with the project's objectives.

### **3. \*\*Implementation and Distribution (Weeks 7-10):\*\***

- Implement the media campaign, including distributing the content through appropriate channels.

Monitor the reach and engagement.

### **4. \*\*Audience Feedback and Analysis (Weeks 11-12):\*\***

- Collect and analyze feedback from the target audience. Use this data to assess the effectiveness of the media content.

### **5. \*\*Final Report and Showcase Preparation (Weeks 13-15):\*\***

- Document the development process, including design decisions, challenges, and solutions in a final report.

- Prepare for the Innovation Showcase by creating a poster and a brief presentation that highlights the key aspects of the project.

Groups are expected to collaborate closely, meeting regularly to discuss progress and resolve any issues. Instructor check-ins will be scheduled to provide guidance and feedback.

**Evaluation:**

Class meetings (5): 20 points

Individual meetings (3): 12 points

Project Proposal: 10 points

Content Creation: 15 points

Implementation and Distribution: 18 points

Audience Feedback and Analysis: 10 points

Final Report: 10 points

Presentation: 5 points

Poster: 10 points

Total: 100 points

**Course Policies:**

**Attendance and Participation:** Regular attendance and active participation are crucial for success in this course. Students are expected to attend all scheduled class meetings and individual sessions. If a student is unable to attend a class, they should inform the instructor in advance and arrange to complete any missed work.

**Academic Integrity:** All students must adhere to ASU's academic integrity policy. Any form of academic dishonesty, including plagiarism, will be reported and may result in severe penalties, including a failing grade for the course.

**Accommodations:** Students with disabilities or special needs should contact the ASU Disability Resource Center to arrange appropriate accommodations and notify the instructor as soon as possible.

**Important Dates:**

Class Week 1: Introductions & Project Brainstorming (Aug 26)

Individual Meeting #1: Discuss Ideas and Readings (Sep 4)

Class Week 2: Proposal Presentation & Group Feedback (Sep 18)

Individual Meeting #2: Proposal Feedback & Methods Discussion (Oct 2)

Class Week 3: Revised Proposal Presentation & CERTT Tour (Oct 23)

Individual Meeting #3: Data Analysis & Progress Review (Nov 13)

Class Week 4: Professional Development & Project Discussion (Nov 27)

Innovation Showcase: Final Presentations & Poster Display (Dec 6)